

Please See p. 903

THE Publishers' Weekly

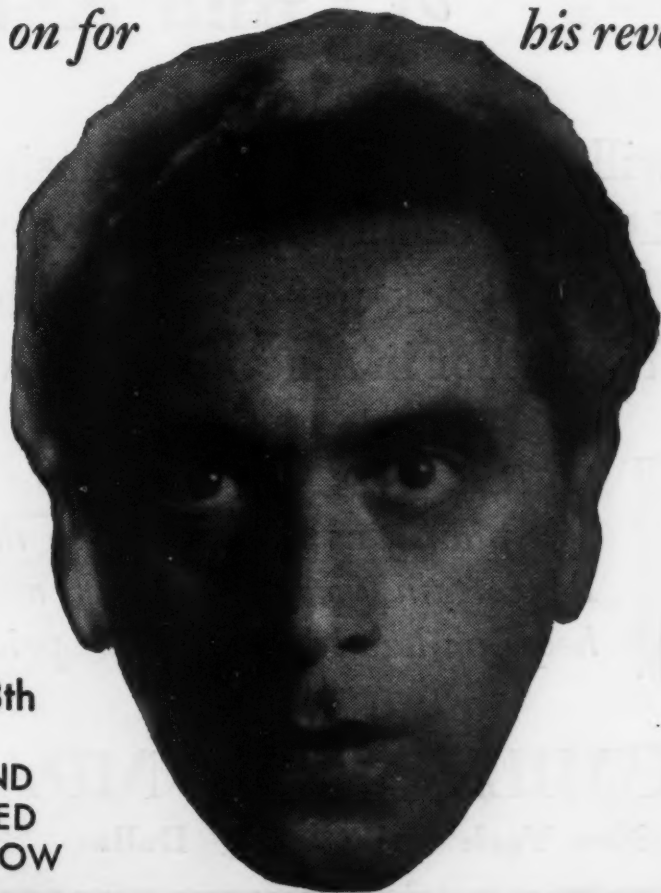
The American BOOK TRADE JOURNAL

VOL. CXXV

MARCH 3, 1934

NO. 9

*Ernst Toller was officially shot
and buried by the German government. The story
of how he lived to read about his funeral, and
to fight on for his revolutionary beliefs
is part of*



**I WAS A
GERMAN**

*the eloquent,
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autobiography of*

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TOLLER**

*German, poet, playwright
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*A Fresh, Timely Survey Conducted
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IMPORTANT TRADE INFORMATION: In the language of the newspaper, this book, "Stock Market Control," edited by Evans Clark and others, is "a scoop," and we sincerely trust that the Book Trade will take the fullest advantage of it. Already the material contained therein has received much comment from the New York press. A convenient brief of its provocative conclusions has been placed in the hands of President Roosevelt, and Mr. Evans Clark, director of the organization sponsoring it, has been called to Washington. From these signs, it would certainly seem that the Twentieth Century Fund, Inc., with the assistance of such well known men as Mr. Clark, Edward A. Filene, Alfred L. Bernheim, and J. Frederick Dewhurst, has produced a document of national importance—of value not only to every holder or handler of stocks and bonds but to the Chief Executive and the United States Congress. Written with the cooperation of many persons, both in and out of the New York Stock Exchange, and utilizing innumerable records that have hitherto been unavailable, "Stock Market Control" is the kind of book that will at once stir up a heated debate—and all the more so because of its serious and evident authoritativeness. The Twentieth Century Fund, Inc., is an unbiased, non-political organization which has spent several months on the exchange problem with the ideal of giving to the public (1) an objective picture of the situation as it is and (2) a sane body of recommendations which will correct evils that now seem apparent. Practically everybody who comes into your shop has a vital interest in securities and is a potential buyer of this volume. Discussing the question of investor-protection from every conceivable angle—speculation, pool manipulation, corporation reports, public exchange control, etc., etc.—this volume can properly be called *the book of the hour*. It is assured of extensive reviewing and special notices by financial editors, besides regular news stories. Published on March 2nd, its rushed appearance exactly coincides with the debate concerning exchange regulation that is now going on in Washington. Order stock now.

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A A A—Donald Gordon, American News.

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She tore apart a cabinet, and made a President.
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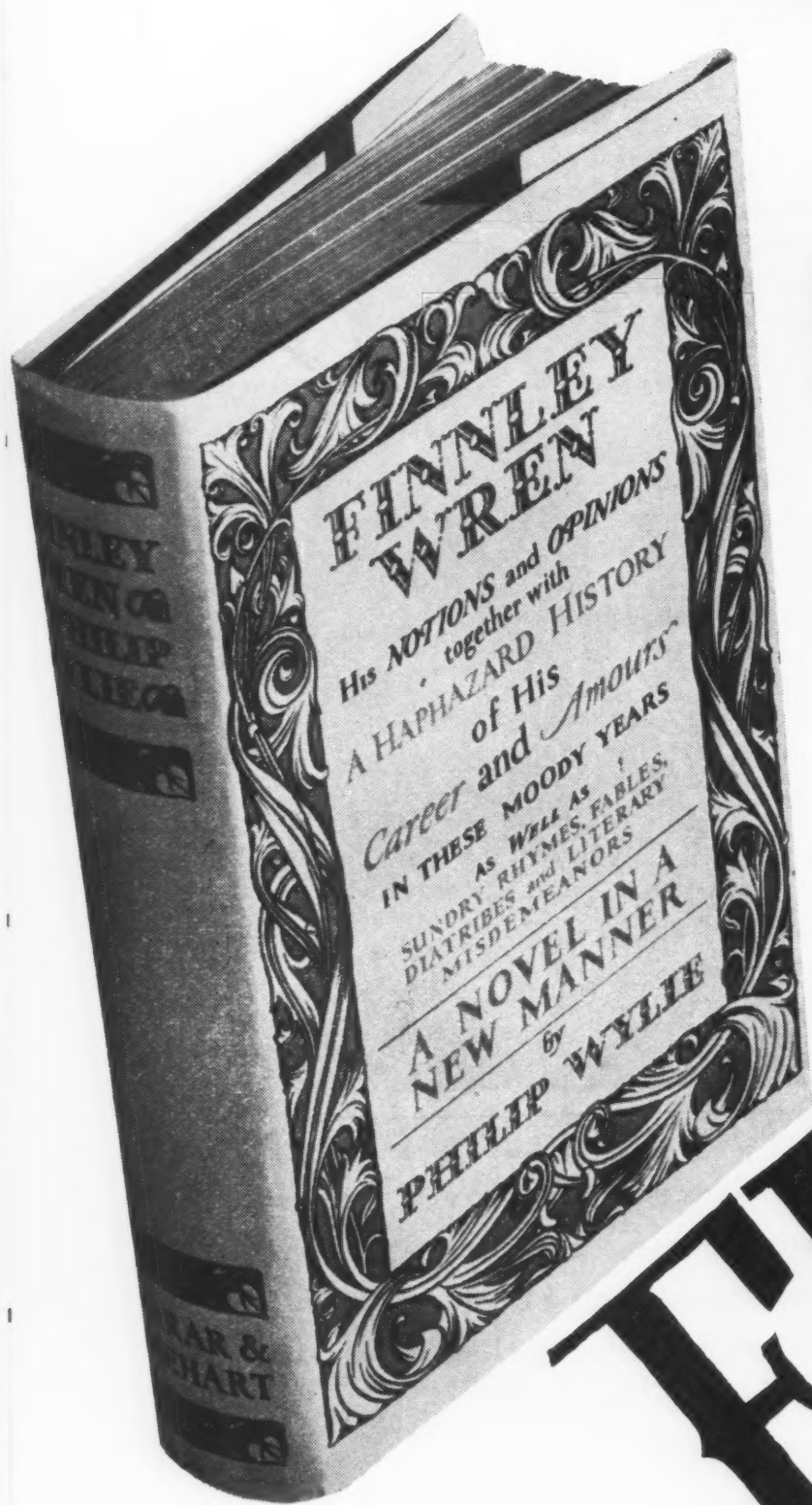
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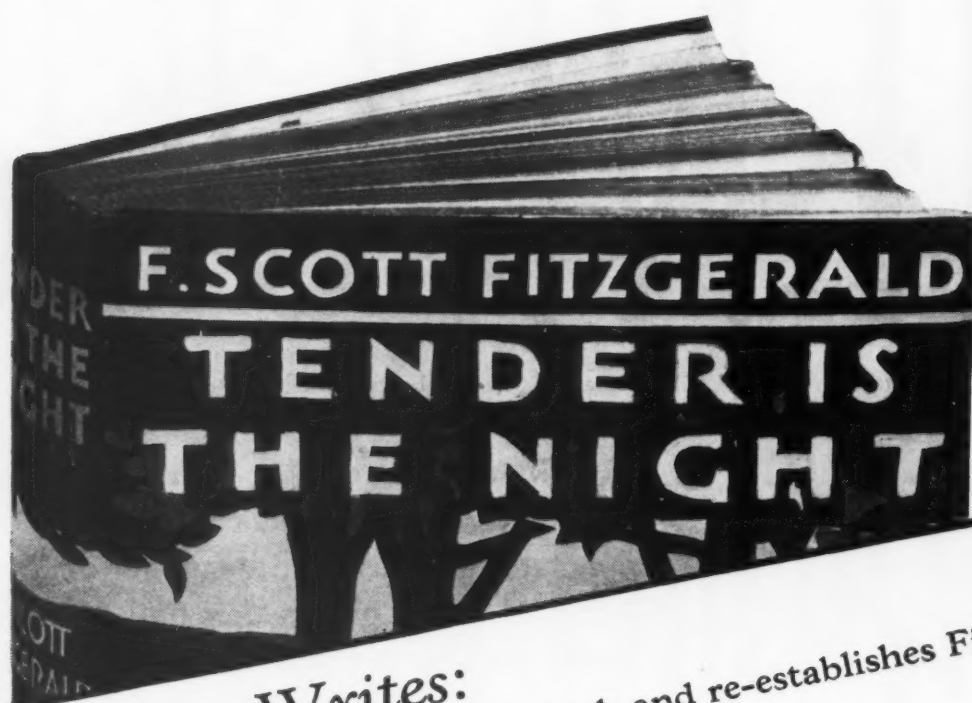
In a speakeasy, Philip Wylie meets Finnley Wren for the first time. They start drinking, and Finnley Wren then takes the author with him on a strange and involved weekend, during which the story of his life is told. It is more than a dramatic story; it is an exhilarating experience! It builds from amazing incident to incident—into a picture of a whole group of people, who play, talk and love with outward lightness, but in the midst of whose most casual amours and cocktail parties the most important—and dramatic—events of life and death are surprisingly revealed.

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"'Tender Is the Night' is a haunting book and re-establishes Fitzgerald, I think, way up there among the stars."

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"Disturbing, bitter, and beautiful. I am totally unable to analyze the almost overpowering effect that some of his passages create. . . . He visualizes people, almost, you might say, with the divine detachment."

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WEAKNESS!



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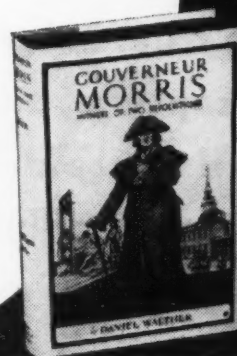
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Adventures of
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Two more of this new, though already popular, line of non-fiction books have just come from the press. There is solid satisfaction in each of these for the reader who wants worth while non-fiction with real dramatic interest.



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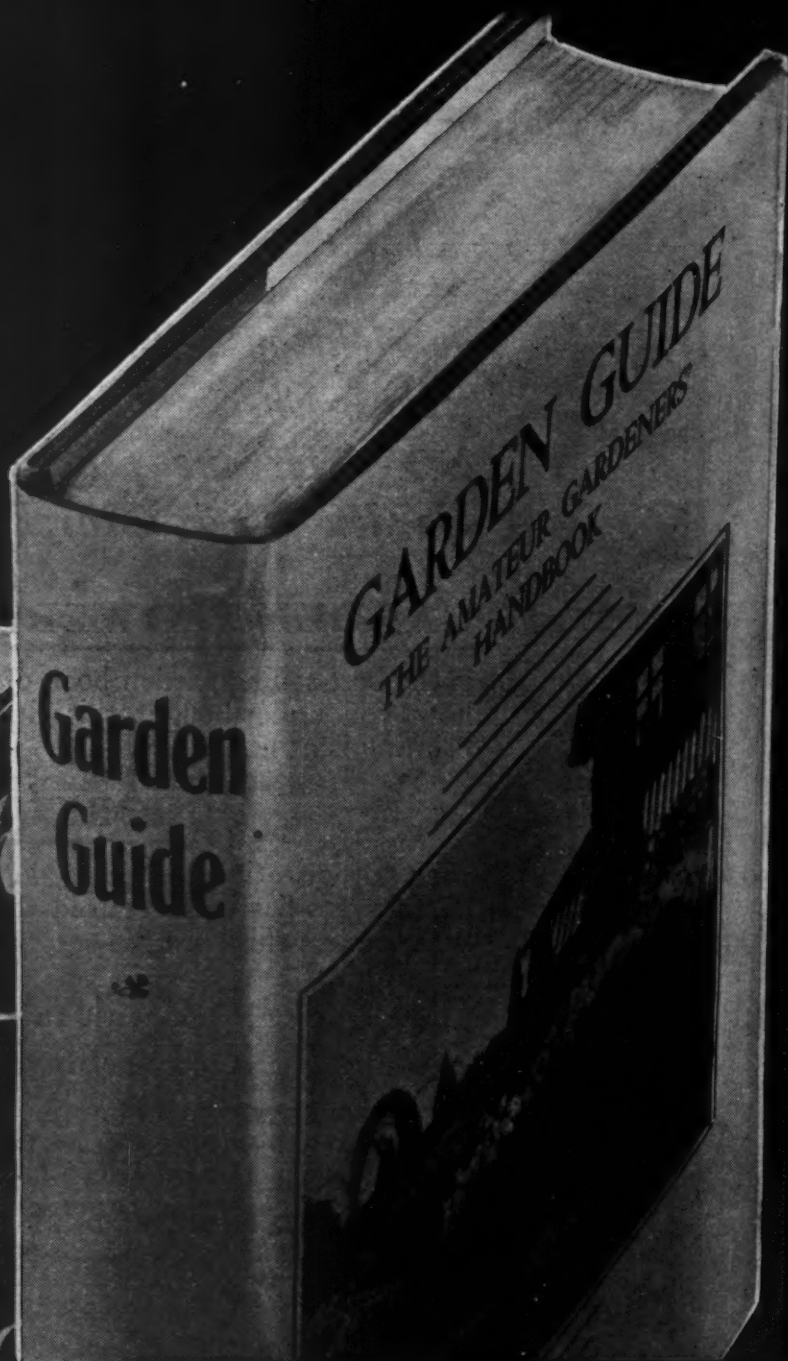
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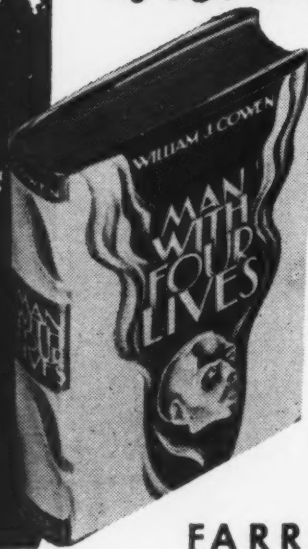
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March 29

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THEY weren't used to women like Caroline Quellen in 19th Century England. This daughter of an 18th Century aristocracy set a world ruled quite by the ears because she daringly, live richly, and be successful in business without succumbing to Victorianism. Her story of what a woman's life should be. Her story spans one hundred years of English history. This is the "Anthony Adverse" of a woman. Written by a young man who recreates the past century and his heroine's place in it with the hand of a master. "A remarkable book that has authenticity and color and contains live people."—*Hugh Walpole*. 480 pages.

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Old manuscripts and papers of Edison himself, which the author had access to while working at the Orange Laboratories, are the important sources for this new biography. It reveals what no official biography of the inventor has before—the charming, delightful, cruel humanity of the man. Jacket by Thomas Benton, profusely illustrated. \$3.50. Scientific Book Club Selection for March. MARCH 19th

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A "mellow" book about wines

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by E. and J. VAN MAANEN HELMER

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**SEVEN
GOTHIC
TALES**

Book-of-the-Month Club selection—fiction discovery of year!

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Thinking of libraries as Sponsors for Books, we shall hope to report all fresh evidence of the new sense of library leadership in school, college or city, working with all book minded agencies to assimilate more books in the community. Libraries were founded by book respecting people, and book loving, book owning people will always be their hard fighting supporters. While holding the new readers that have sought out the library in time of distress, the library must build for the new readers of the day ahead, a day in which leisure will play an important part in the life of each individual. In this program the problem of the public promotion of reading will be emphasized, adult education and the work of circulation departments, book selection departments, in fact, all work emphasizing the promotion of books will be studied.

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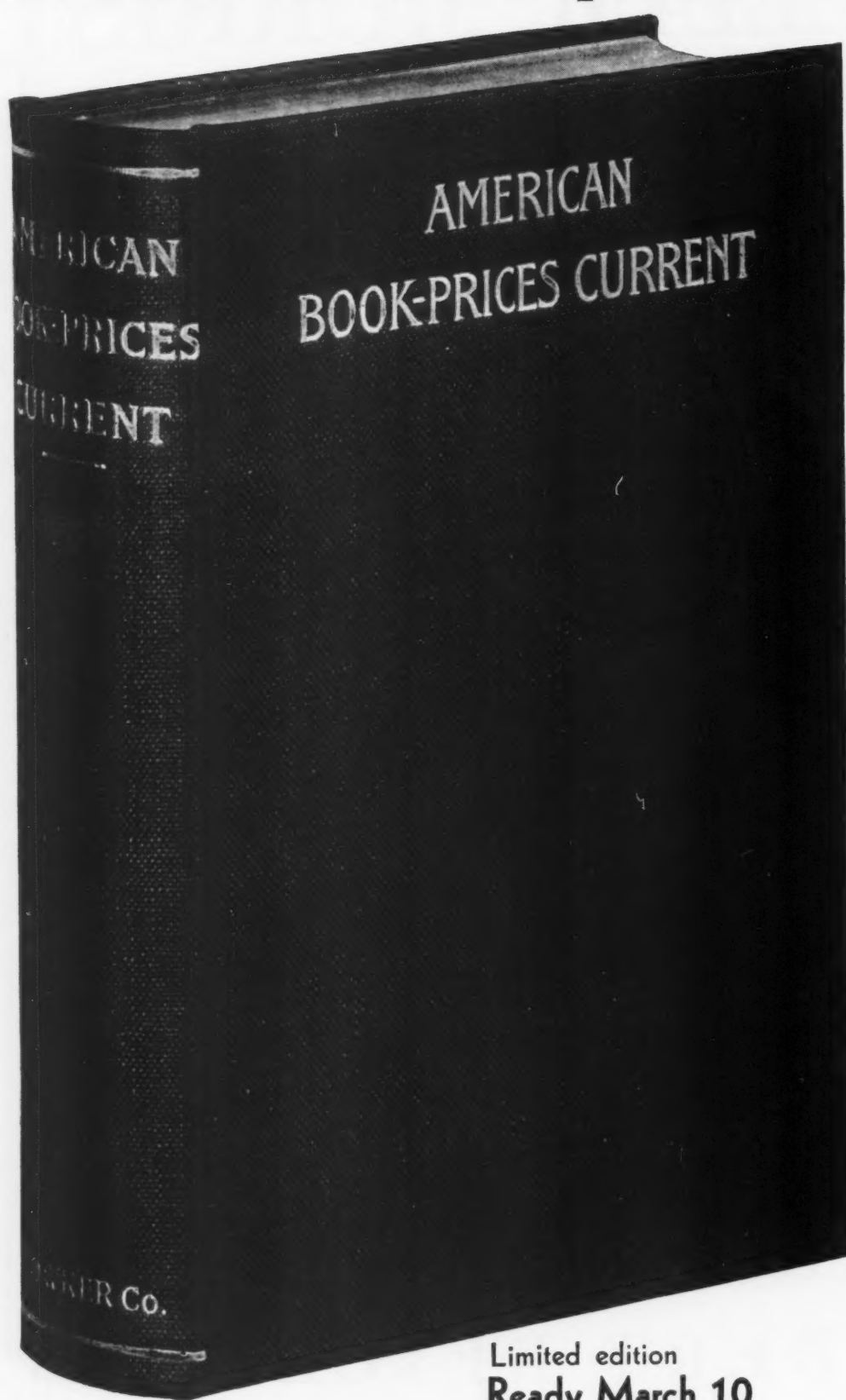
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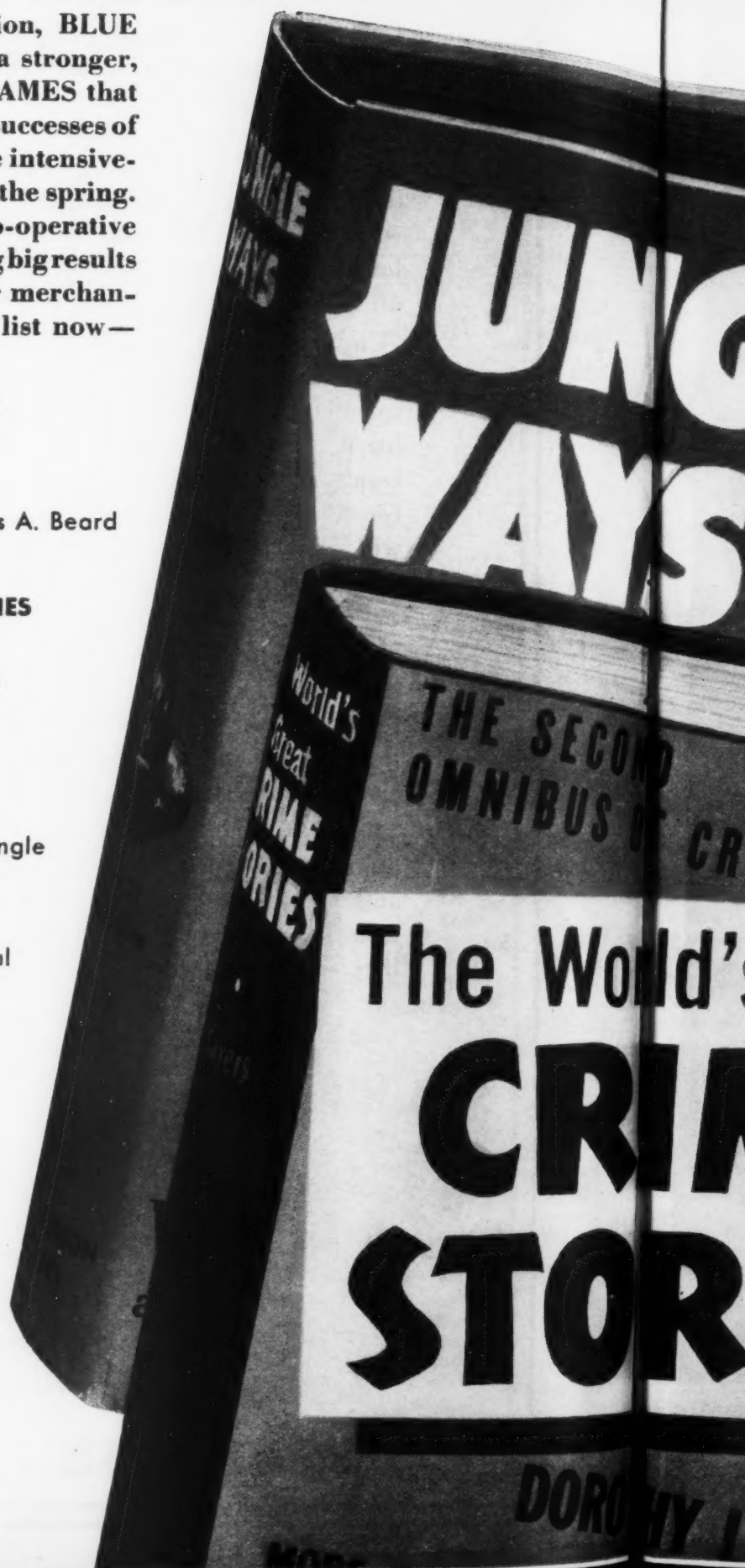
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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

MARCH 3, 1934

What About Garden Books?

*It Will Pay You to Get Garden-Minded So You Can Meet the
Genus Gardener on His Own Ground*

E. S. McCawley

E. S. McCawley & Co., Haverford, Pa.

THERE IS A NAMELESS DISEASE that each spring affects a large majority of our urban and suburban population. Science has not succeeded in isolating the germ, but eminent authorities have discovered that the infection is carried by that insidious form of publication known as the seed catalog.

As the winter days begin to lengthen, this deadly virus finds its way through the post office and insinuates itself into countless mail boxes all over the country. Infection can be guarded against by promptly throwing it in the waste basket, but all hope of immunity is lost if a catalog is once opened. So strong is its attraction that the most susceptible individuals are lured to their doom by an almost fatal fascination.

The disease manifests itself in a strange restlessness, a desire to dig, an abnormal craving for the pungent odor of fertilizer, passionate longing for hard back-breaking toil and an urge to spend money.

In some cases only one member of a family is afflicted, in other cases multiple infection ensues.

In the secondary stage the victims collect strange tools, hoes, rakes, spray guns, shears and packets of seeds.

The scraggly begonias are cleared from the window sill and unsightly flat boxes of earth take their place in which the victim fondly and tenderly nurtures the hopes that will fulfill his desire.

There is no cure, the disease must run its course, but to alleviate the suffering of the victim we have many, many books which

will help him to bear his affliction and to teach him how to find relief.

In every heavily infected area there are well-meaning persons who attempt to offer gratuitous advice over the back fence to their neighbors in the early stages of the complaint. Such advice is often well intentioned, but unfortunately the result is disastrous, and the families never speak now because the delphiniums failed to come up.

Chronic sufferers from garden disease have found that the most effective treatment consists in regular doses of good garden books throughout the year. This has the effect of building up a high resistance so that the vernal onset of the fever is a pleasure and is not fraught with the doubts and fears of those who know nothing of protective medicine.

Fortunately we have in our communities many kindly booksellers who are only too anxious to minister to these unfortunate individuals who succumb to gardenitis.

For years I was a secret victim of gardenitis suburbanensis. Each spring the strange urge came over me, each summer found me digging and delving, filled with backaches and disappointments because nothing ever grew where I wanted it to and I was left exhausted financially and mentally in the fall, only to face the same thing over again the next year.

One Christmas a kind friend gave me a book which opened new horizons for me. I read it avidly all winter and I faced the spring with a new hope. So much did this

little book help me that I resolved to become a bookseller and thus help others to grow delphiniums that faintly resembled those in the seed catalogs and to build rock gardens that looked a little as if nature had had a hand in the job rather than just the geological nightmares of an itinerant Italian.

I'm sorry to say I didn't just stop at being a bookseller, I went on to being a professional designer of gardens and lured others to their doom.

A gardener is like a drug addict, he wants to proselyte all his friends and is ever on the lookout for fresh victims.

A gardener-bookseller is a particularly deadly combination, because he can talk garden Latin.—The desire to talk this language is one of the malignant forms of the ailment previously referred to.—It gives him an unfair advantage. He can murmur "*Myosotis palustris semper florens*" to a customer, and if she says "I won't," he knows she will be back. (Don't go look that Latin up, it's a perfectly respectable remark, it means "forget-me-not" to you.)

But suppose you are a bookseller and don't know—wouldn't want to say the wrong thing, like telling the nice gentleman from Toronto that he made you think of a "*Viola Canadensis*" and possibly get a poke in the snoot—what about Garden Books for you? (I'll try to be serious now.) Fortunately for you, the American Book Counsellor list of Garden Books is a very good one as a basis for stock. If you want only a small collection, you can't go wrong on the De La Mare list. If you want to go in for a fine general collection, look up the Macmillan and Doubleday, Doran list, with Scribner's for special interest in the specialized field of standard importations concerning landscape design. (I ought to get an advertising rate for that.)

If I could only own one Garden Book (this isn't advertising), I would buy Bailey's "Encyclopedia of Horticulture," and if I couldn't afford that, I would buy his "Hortus." Both are on the Macmillan list.

It's not hard to get books for a Garden Department. Any publisher's salesman will turn handsprings with delight if his house has a garden list, and you want to give him an order. The job is to know what to buy that will sell.

It's just like the packets of seeds—sometimes they bloom and sometimes they don't,

and you will have to do some experimenting to see what will grow in your soil. As with seeds, it is best to stick to the easy-to-grow sorts at first.

To get the customers is another thing. Real gardeners are marked men and women; they are members of Horticultural Societies and Garden Clubs, and as such are on the mail order lists of every publisher for direct solicitation—of which there is unfortunately a lot in the garden book field.

However, the same lists are available for bookstore use, and in your own community the Garden Club and Horticultural Society membership lists can be obtained. In Pennsylvania there are over fifty such clubs and societies that are members of the Federated Garden Clubs of Pennsylvania. These lists offer prospects that at least guarantee interest in matters Horticultural.

One publisher, Doubleday, Doran, is at present cooperating with a number of bookstores and garden clubs in an interesting form of promotion.

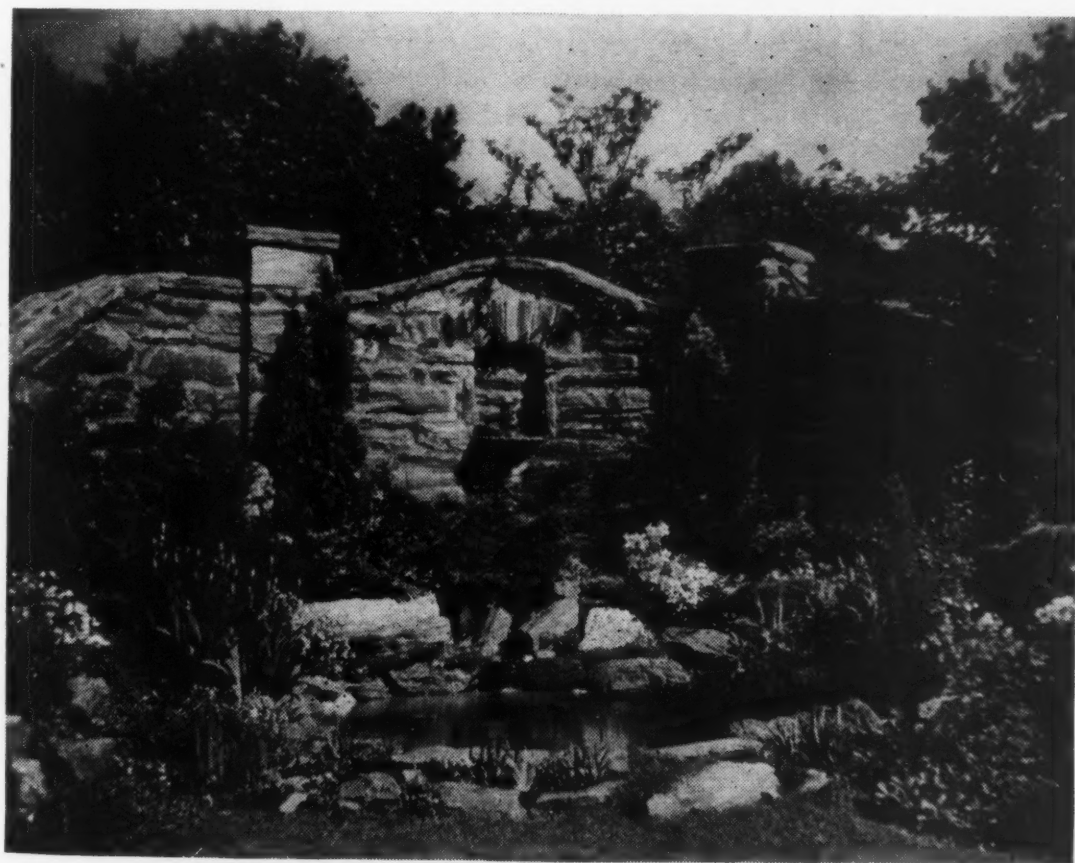
A garden club review member receives books on gardening subjects when published and the name of a local bookstore which carries a general stock of the publisher's books. In this way a direct tie-up is effected between bookstore and garden club, and presents an opportunity for special promotion on the books to be reviewed, since part of the plan is advance information to the bookstore of the title.

Garden books fall into two general classifications, inspirational and practical.

The inspirational books are year-round books, the type of books that are useful as gifts to a gardening friend and which form the backbone of a gardening library. Such books cover a wide field, gardening all over the world, combining description, travel, the romance of gardening and plant collecting. The books of the late Ernest Wilson of the Arnold Arboretum in Boston which deal with his plant hunting expeditions all over the world make fascinating reading at any time. The hardships men have braved that we might have new flowers and shrubs are a little-known story. We are too apt to accept as commonplace a new flower, with little thought as to the romance of its introduction to our garden picture.

The practical books are the gardener's own handbooks, as essential as a seaman's charts. From them he may identify varieties of

These two views of a garden in Villa Nova, Pa., designed by Mr. McCawley, prove that the author of this article knows whereof he speaks. Mr. McCawley is, as a matter of fact, a highly capable professional garden designer as well as a highly capable bookseller



plants, learn all there is to know of fertilizers, sprays, germination tables, pruning and soil chemistry. The practical gardening books answer the questions of "how, when and where to plant what" and may take in the entire range of agriculture, botany and general plant lore, or may be specialized treatises on some particular phase of the general subject.

Under this heading come also books on landscape construction and design, ranging from the simple manuals for the amateur to the monographs on a particular problem of interest chiefly to the professional.

In a well-balanced gardening section should come books on nature study, botany, trees, wild flowers, birds and insects, since these subjects are of general interest to gardeners.

Promotion of garden books can take various forms, from seasonal window displays to talks on garden literature to club groups. If you can't talk yourself, comb the community for some one who can.

Garden windows can be made particularly attractive, since by the use of cut flowers, books, garden implements, seed catalogs, etc., an especially arresting display can be arranged. The local hardware or seed store and flower shop may possibly be willing to

cooperate if suitable credit for their assistance is given.

Railway terminal bookstores and suburban stores are very fortunately located for seasonal window displays of this sort, since they catch the garden-minded communities on the wing.

There is also the opportunity for special book displays at Flower Shows, plant sales and country fairs. Even if part of your profits goes to charity at these events, it can be charged to advertising and will be money well spent for publicity.

If the community does not boast a garden club there is undoubtedly a Woman's Club or a community center of some sort through which it will be possible to do some special promotion work.

Finally, though you may not know the difference between a delphinium and a chrysanthemum and think Eupatorium is a kind of tooth paste, it will pay you to get garden-minded so that you can meet the genus gardener on his own ground and do more than just show him a new garden book.

The beginner will reward you with shy gratitude and the finished expert with a lordly condescension that will mark your acquisition of a new degree in the fraternity of bookselling.

My Own Garden Library of Practical Books

Standard Encyclopedia of Horticulture,
3 Vols.

Hortus

Rock Garden and Alpine Plants

The Cultivated Evergreens

Aristocrats of the Garden

More Aristocrats of the Garden

Foundation Planting

Practical Landscape Gardening

Garden Guide

1001 Garden Questions Answered

The Book of Annuals

The Book of Perennials

The Pruning Manual

How to Grow Roses

Landscape Design

Garden Flowers in Color

Practical Plant Propagation

Practical Tree Repair

L. H. Bailey	Macmillan	\$25.
L. H. Bailey	Macmillan	5.
Correvon	Macmillan	6.
L. H. Bailey	Macmillan	3.
E. H. Wilson	Stratford	10.
L. H. Johnson	De La Mare	5.
R. C. Cridland	De La Mare	2.50
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A. C. Hottes	De La Mare	2.
A. C. Hottes	De La Mare	1.50
A. C. Hottes	De La Mare	2.
L. H. Bailey	Macmillan	2.50
Pyle, McFarland & Stevens	Macmillan	2.50
Hubbard & Kimbal	Macmillan	6.
G. A. Stevens	Macmillan	3.75
A. C. Hottes	De La Mare	2.
Peets	McBride	o.p., 3.50

A Basic Garden Library —And How to Promote It

*Booksellers May Profit by the Experience of a Leading Seed House,
Which Has Found Books a Profitable Sideline*

A. WESTON SMITH, JR.

Stumpp & Walter, New York City

STUMPP & WALTER COMPANY, the well-known garden seed house, reports a very noticeable and decidedly increased demand, from our gardening friends, for seeds, bulbs, general supplies and garden accessories. The steady improvement in conditions generally throughout the country, evidenced by our advance season's business, leads us to believe that more and better gardens will be planted in 1934.

Every year literally millions of garden enthusiasts and home-owners improve and re-design their existing plantings, make or plan various new types of gardens, such as rockeries, pools, perennial or shrub borders, and foundation plantings, together with many other forms and styles of gardening too numerous to mention.

No matter what the gardener's problem may be, or in which particular subject he is interested, he is sure to find helps and inspirations in garden books and make use of them just as he does garden tools and equipment. He refers to them not only when he orders his seeds, bulbs, plants and other accessories or requisites, but also at a later date when tending his garden. Incidentally, everyone to whom you sell a book will eventually return to buy an additional title in order to carry out the ideas, suggestions or advice contained in the first books, which previously had been purchased on gardening.

Stumpp & Walter Company through 36 years of experimenting with various sales methods to increase the merchandising and sales of garden books (in its New York main store and five suburban branches) has found it very profitable to display at all times, especially in the early spring season, a full, rather complete stock of over one hundred different books, most of them recently published—that is within the last five years—

including those in greatest demand. Every phase of indoor and outdoor gardening is represented, as well as kindred or allied subjects, such as garden lily pools, native and wild birds, outdoor fish and tropical species, canary birds, also various dog books; in fact, any and all good books pertaining to nature and its surroundings are offered for sale.

We enjoy the reputation of being a seed store where books on any phase, type or description of gardening or related subjects may be found. In this large selection the gardener is sure to see and select the particular style of book which appeals to him and may purchase the book at usual publishers' prices.

In a conspicuous place a small, attractive sign reads "This display embraces only a select portion of the most popular horticultural, agricultural and gardening books published. Any book not included or seen in this display, we will be pleased to supply at the regular list price. We further invite correspondence or inquiries concerning those or any other books in which you may be interested. Let us help you with your garden problems."

We realize the more books we sell our customers the greater the opportunity to interest them in various other items of merchandise. The ultimate result is that customers are satisfied with purchases and are eager to improve their garden areas still further, and this, of course, means the sale of additional books and seeds.

The numerous garden titles mentioned in our catalog book page cover many diversified subjects; the list of 50, however, comprises only the fastest selling, most popular books of proved merit.

Of the above number in the entire garden field, I might suggest as the most outstand-



'One of the successful window displays in a Stumpp and Walter store tying books up with appropriate gardening materials

ing, consistent, every-day sellers between 15 and 20 titles (ranging in price from \$1.00 to \$3.00) offered by well-known publishers of garden books. One or more copies would prove very profitable if carried in stock by every retail store, if the shop let it be known that it is part of the service to have on hand one or possibly numerous copies of all the better books published.

This select group of the most popular horticulture and agriculture books, if properly and attractively displayed, will result in a very enjoyable and profitable sale of books during the next few months, and if again repeated early next fall would further result in additional profits, as that season is by far the most opportune time to plant many of our flowers, trees, shrubs, roses, peonies and to make lawns and landscape effects.

An effective, unique, colorful and attractive window garden display will seldom, if ever, be deliberately passed by anyone. Now is the time to start displays of garden books, repeating twice a month, until summer arrives. The windows, if planned with a central figure or a very colorful background, accompanied by appropriately worded dis-

play signs, will, without exception, promote sales of books to new, surprising heights. To the bookseller who has imagination and the desire for unusual window displays, garden books offer unlimited possibilities. Numerous branches of the early spring flowering and ornamental shrubs may be procured from the local florist or greenhouse man; these branches if placed in water will lend color and add ideal atmosphere with little if any attention or care.

A continuous succession of bloom, very beautiful and pleasing, may be enjoyed for many early spring days. I would suggest grouping these sprays with taller sorts or varieties always arranged on the sides or in the background. Cut flowers may also be added to enhance the display; however, remember in windows where lights give excessive heat, flowering sprays will require replacement more often. A few of the most easily obtained inexpensive species producing various type and shape of flowers in beautiful colors lending different heights are—forsythia, lilacs, abelia, pussywillow, buddelia, laburnum and genista. Many other varieties may be had as the season progresses. From past experience we do not recommend potted bulbs and plants for window display purposes—they require too much time and attention. Becoming very often unsightly and displeasing, their presence rather detracts than adds to the display.

As a very attractive and practical display arrangement of leading books and best sellers, place as center key book the new 1934 Garden Guide (A. T. De La Mare Co.). This book covers all subjects acting as a manual to gen-

eral gardening. Next, place in the immediate vicinity the "Garden Note Book" (Double-day, Doran & Co.) which relates in detail gardening by the calendar week by week, and then as the third "1001 Garden Questions Answered" (A. T. De La Mare Co.). Surround these books with many specialized subjects in which prospects may be interested and desire more specific detailed instruction and information. Display some with and some without jackets—Garden books are very colorfully designed: Open the "Garden Note Book" to the proper week to coincide with time of your display, place it so it can be easily read. A few copies with color plates may be left open flat near the front of the window to invite closer attention and inspection.

In making up your garden window, may I suggest that booksellers work with the local seed store, obtaining from the seedman or florist not only packages of seeds, plants and such material, but also rakes, spades, shears and any other garden tools, which would give the book window a freshness and also a practical look. A sign might be included in the window that this material was obtained through the courtesy of the local seedsman, and the local seedsman might be induced to display a few books in his window, with a similar sign returning the compliment to the bookseller.

It might be well at this time to offer a few slogans or display sign suggestions. "A Book

for Every Purpose" or "Plan Your Garden Now" and "Early Planting for Earlier Flowers"—"Books for All Types of Gardening"—"A Well-Planned Garden Means Planting Proper Plants in Proper Places"—"Correct Planting Produces Succession of Bloom"—"Grow Flowers Through the Entire Season"—and many others which will occur to the individual bookseller.

A miniature garden as a center attraction with a slogan in small type—"Plan before You Plant"—with green streamers running from whatever landscaping feature you choose directly to the book pertaining to or discussing this particular subject will "tie up" very nicely the sales of the individual books with the garden.

The unemployed Architectural Draughtsmen of New York have perfected a most useful box of complete materials with which to design miniature garden, house, and ground models. The set is practical and consists of houses, trellises, walks, trees, shrubs, hedges, gardens, lawns and flowers, actually everything required for a real perfect model. All you need with these ready-made miniature objects is a knife or a pair of scissors and some few ideas; set can be used as many times as you have ideas. For further detailed information and descriptive literature write *Publishers' Weekly*.

A very pleasing and representative display of the many popular books would consist of 15 to 20 different titles. In one year Stumpp

Inside the main store Stumpp and Walter has arranged a prominent display of garden books



and Walter Company sold over 500 copies of "The Garden Guide." This book has enjoyed an enviable reputation as the best selling book throughout its five editions, leading sales far in advance of all other books published to date. I have had the privilege on request of reviewing the advance sheets of the new (sixth edition) completely rewritten "Garden Guide" (A. T. De La Mare Co.) to be released March 15th, and can say without reservation that this new edition will be received by the amateur gardener as the book supreme in its field for full information on every phase and type of gardening. It is written by 28 authors of note with 300 illustrations and 576 pages. We expect sales to exceed those of any previous year. The past season necessitated numerous reorderings of "The Garden Note Book" by Alfred Putz (Doubleday, Doran & Co.). This book has certainly earned a place among the best sellers. Arranged by weeks of the year with 57 working drawings and explanatory texts for each week, completely indexed by subjects—as the name implies, "1001 Garden Questions Answered" by A. C. Hottes (A. T. De La Mare Co.), is not unlike a dictionary, contains quick, concise answers to any definite question, is a much-needed acquisition to every gardener's book shelf. Sales are constant and total sales large. "The Rock Garden" by Louise Beebe Wilder (Doubleday, Doran & Co.) has been issued in response to the large demand made upon the author for the strictly rock garden material contained in her earlier volume, "Adventures in My Garden and Rock Garden"—new—published now for the first time, a book which has gained much popularity.

"The Book of Perennials," by A. C. Hottes (A. T. De La Mare Co.), gives the general principles of choosing, growing, propagating and planting hardy perennials, stands alone in a class by itself. "The Lawn" by L. S. Dickinson (Orange Judd Pub. Co.)—culture of turf in parks, golf courses and home areas—describes up-to-date methods and practical directions that may be easily followed—a book no other can equal on this subject.

"The Book of Annuals" by A. C. Hottes. *De La Mare*, \$1.50. Deals with the culture and uses of annual flowers. Twenty-two tables and lists, a companion to "Book of Perennials." A rapid seller much in demand.

"How to Grow Roses" by Pyle, McFarland and Stevens. *Macmillan*, \$6. An encyclopaedia for the amateur, concise, clear and complete, 144 pages, 64 illustrations of which 32 are in natural colors. 17th edition entirely rewritten.

"Book of Bulbs" by F. F. Rockwell. *Macmillan*, \$2. Complete treatise on growing of bulbs for amateur and advanced grower. The last word on bulbs and their culture.

"Vegetable Gardening" by R. L. Watts. *Orange Judd*, \$2.50. Up-to-date practical, normal, complete, well written and authentic. Covers every phase of vegetable gardening—valuable book for gardeners. 511 pages, profusely illustrated.

"The Book of Shrubs" by A. C. Hottes. *De La Mare*, \$3. Latest, best, most informative book written on the subject. 446 pages, 187 illustrations.

"Book of Trees" by A. C. Hottes. *De La Mare*, \$3.50. Contains thorough information on care, culture, propagation and uses of every worth-while tree. 448 pages, 180 illustrations.

"Milady's House Plants" by F. E. Palmer. *De La Mare*, paper, \$1; cloth, \$1.25. This book is confined to those plants which will succeed in the house, tells all about them in every detail. A book with a sales record.

"Practical Plant Propagation" by A. C. Hottes. *De La Mare*, \$2. As the name implies, a necessary guide in the work of increasing the garden lover's stock. This book is well known in the trade and fulfills a particular demand of the gardener.

"Practical Landscape Gardening" by R. B. Cridland. *De La Mare*, \$2.50. Essential facts and principles of garden design with lists of plant materials and plans for planting. Best book of its kind written.

"New Gardens for Old" by H. S. Ortloff and H. B. Raymore. *Doubleday, Doran*, \$2. How to remodel the homegrounds with a little rearrangement, using existing plantings. New book released at date of writing. Anticipate many sales this spring.

The following list without descriptions or comments is advised for specialized books on specific individual subjects: They are leaders in their respective groups:

"Modern Dahlia Culture" by W. H. Waite.
De La Mare, \$1.50.

"Gladiolus" by F. F. Rockwell. *Macmillan*,
\$1.

"The Iris" by C. Wister. *Orange Judd*,
\$1.25.

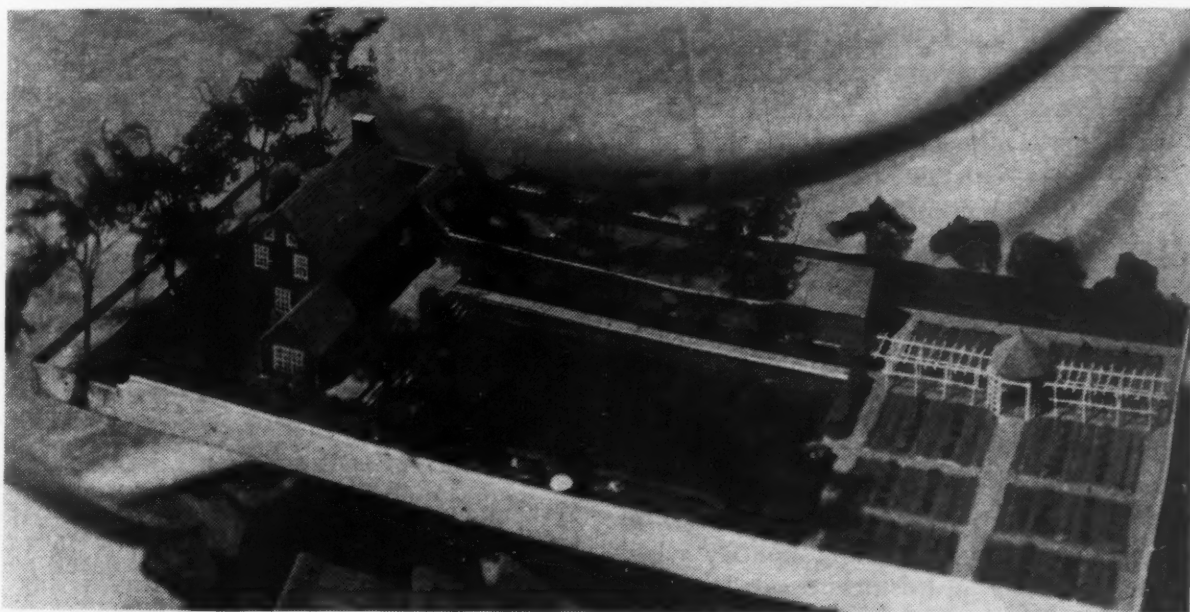
"Garden Lilies" by I. Preston. *Orange
Judd*, \$1.25.

"Peonies" (newly revised) by F. F. Rockwell.
Macmillan, \$1.

"Hardy Evergreens" by F. A. Schreeper.
Orange Judd, \$1.25.

In conclusion, I wish to emphasize the importance of the proper selection of one main general but complete gardening book, supplemented by numerous specialized ones of an inexpensive nature, backed by an exceptionally colorful window display. Windows showing not more than 15 or 20 books. Suggest with window posters or cards that additional books on varied subjects are to be found on display inside.

Gardening is on a rapid increase, and we all look forward to large book sales this spring.



The miniature garden shown here was assembled from the "Plant-a-Plot" Unit perfected by the Unemployed Architectural Draughtsmen of New York. These units contain complete materials for assembling original garden layouts which might be used for window display material by booksellers. They are sold to garden clubs, home owners and those about to build, and are advertised as both amusing, as a puzzle, and practical, as a means of experimentation. All the materials necessary to make the above model came from one of the regular units. The price is \$10 a set and they are available through Delano & Aldrich, Architects, 126 E. 38th St., New York City

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

Published by the R. R. BOWKER CO. FREDERIC G. MELCHER, President; ALBERT R. CRONE, Vice-President; JOHN A. HOLDEN, Secretary; ARMOND C. FRASCA, Treasurer.

Publication office: 19th & Federal Sts., Camden, N. J.
Editorial and general office:
62 West 45th Street, New York City.
MU rray Hill 2-0150.

RICHARD ROGERS BOWKER
Publisher and editor to 1933

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March 3, 1934

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

A Year Ago and Now

RETAILERS WILL FIND some comfort in their March figures, especially if they compare the



totals of a year ago, as that was the week of the bank holiday when business was practically at a standstill. Last year all business was living from day to day, and hanging over the heads of all industry and business was the threat of a catastrophe. The government was becoming more and more impotent and business more and more helpless. Today business is studying the problems of long term construction instead of worrying about the possibilities of any survival at all.

To President Roosevelt belongs the credit of pulling us out of the slough of despond, and, while no one would say that recovery has been achieved, the very fact that we can consider problems of long term construction shows that the new administration has laid a foundation on which work can be done. There is now confidence in the political leadership of the country; there is reason to

believe that the revaluation of the dollar has laid a basis for new trade; the great programs of public works and recovery are putting new billions into circulation which must flow from one industry to another giving new life to each; the N.R.A. program has called upon each industry to reassay itself and take some steps toward building new standards of fair practice with the basis of a minimum wage and standard hours.

One of the hopeful things about the situation is the open-mindedness of the administration and of the N.R.A. officials in their attitude toward change and development as new methods are tested and devised. The booktrade has been better off than some industries in that it has kept always the spark of life, while some trades have almost disappeared, but, in the last few months, books have been put to a most critical test, with the growth of the loss-leader practice. The administration has seen no way to approach this problem as yet without involving itself with all the questions of prices, but the booktrade has at least demonstrated to the authorities what the real nature of its problem is.

Bad as this situation is compared to a year ago this industry and other industries have great reason to be thankful.

Cash In on Garden Books

GARDEN ADDICTS HAVE BEEN PERHAPS the bookstores' most faithful customers during the past few years. Every spring we have had encouraging reports on the sale of garden books from those booksellers who have arranged special displays of them during the early spring months. Now, with department stores the country over reporting an average increase in sales of 18% for January this year over the same month a year ago, and business in general looking brighter than it has in years, it looks as though there were excellent opportunities this spring for bookstores to cash in on displays of garden and outdoor books. Gardening is a leisure time activity that does not have to be sold to the public. It is an established pastime, in some cases almost a mania. Once a man or woman starts digging in his garden he becomes easily susceptible to his bookseller's suggestions of books to tell him how to make two roses, or cabbages, grow where one grew before, when to plant what, or how to distinguish coreopsis from calceolaria.

Given a minimum of sales resistance to begin with, the bookseller's problem is to devise ways and means of exposing the greatest number of gardeners, actual or potential, to the greatest number of books in the most attractive manner possible. In this issue is an article by W. Weston Smith, of the well-known seed store of Stumpp and Walter, telling how he, in his seed store, has discovered successful ways of selling books on gardening and suggesting equally effective ways for bookstores to make displays. E. S. McCawley of Haverford, Pa., a veteran gardener himself, suggests other methods for the bookseller to ingratiate himself with the fraternity of amateur horticulturists, and the Customers' Choice department contains information about the display and promotion possibilities of the new garden books on publishers' spring lists. Window display, garden club exhibits, direct mail promotion and personal contact all lend themselves to the selling of garden books.

New Index to Amateur Plays

A "GUIDE TO PLAY SELECTION" is the newest publication of the National Council of Teachers of English, this one distributed by D. Appleton-Century Company, at \$1.25, a useful tool to libraries, bookstores and to all schools and organizations that give amateur or professional plays. This is the fifth book-list issued by the National Council, which has only recently published its "Students Guide to Good Reading" for colleges, supplementing its earlier guides to reading in grade and high schools. The other lists have been distributed by the Council itself.

This "Guide to Play Selection" includes a descriptive index of full-length plays, both classic and modern but largely the latter. Each play is described in detail to enable committees to judge of the plot. There are details as to the number of characters, of stage settings required, the cost of the play book, and the amount of the royalty. All plays are indexed alphabetically, with concise columns of data as to their first publication, royalty, sets, actors, etc. The same indexing is given to one-act plays, nearly 500 in all. The latter pages give a brief bibliography of the best books on play production, the best volumes of play anthologies, a directory of play publishers and play brokers and a complete index of authors.

Although the book is intended primarily for directors of educational dramatics, it would be helpful to all clubs, stock companies and Little Theaters, and will give the bookseller quickly available information such as is asked for by many of his customers.

A Word to Bookmakers

CURRENT EXPERIENCE IN THE MAGAZINE WORLD seems to suggest to the makers of books that price may not after all be the only consideration with buyers of reading matter. Has not *Fortune Magazine* at \$1 a copy been one of the outstanding successes of recent years, continuing its prestige and circulation, in spite of the depression which so many felt would kill its ambitious program? And then came a new magazine for men, *Esquire*, which, instead of adopting the low price level, hits boldly for the fifty cent market, occupied almost alone by *Harper's Bazaar*, and in four short months of existence has built up a circulation of 150,000. Its editors say, "We reasoned that a new magazine, like a new automobile, had to make the old ones look sadly out of date, so we gave the public a magazine money's worth that made previous magazine values look like the horse and buggy."

Here would seem to be an indication to the book world that, while publishers should proceed as energetically as possible to get books to the \$1, 50c or 10c markets, still, there is also a market for the book tuned to the moment which cannot be neglected, and while the makers of books produce material which is equal in style to *Fortune Magazine* or *Esquire*, they must also, through their sales departments, develop methods of getting the public's attention to these products as these magazines have done.

Won Fame as Designer

CHARLES K. STEVENS, designer of a thousand book jackets, died the other day. If fame is to be measured by inches in the *New York Times*, the passing of the designer of jackets deeply impressed the editor, who fully chronicled his career and the jackets which he designed, for "Main Street," "We," "Skyward," etc. The book jacket belongs to this century and in pictorial form is even younger. It is not without trade interest, therefore, that a designer of jackets takes his place in the history of the trade with other artists.

News of the Week

Washington Turns to Book Publishing Codes

A MASTER CODE FOR BOOK PUBLISHING is now rapidly developing at Washington, the Graphic Arts Code having been signed and book publishing having been specifically excepted from inclusion under it.

The first informal hearing was held Friday, the 23rd, with Payson Irwin of New York in the chair as Deputy Administrator of Division 7 of the N.R.A., also with representatives of the legal department, of labor, and of the consumer present, as well as representatives of different branches of book publishing. The N.R.A. officials had studied carefully all of the publishing codes which had been submitted and decided in favor of coordination and a master code as in the Graphic Arts section. The groups included were trade, subscription, law, medical, Bible, play, and textbook publishers. The latter group has had a separate hearing under another department of the N.R.A., but will now be included under the general master code.

The conference discussed the contents of the codes which had been submitted and selected from each one those common elements which could be included in the master code. These would consist of all the general clauses obligatory to all codes, definitions, the clauses on hours, wages, and unfair advertising practice. Mr. Irwin will now take all this material in hand, and with the legal representative, Mr. Gross, will draft a tentative master code which will then be sent back to the various groups for study. In the meantime, the Control Committees for these groups will be at work putting into shape the code practice provisions of their own codes for further conference at Washington.

These separate divisional schedules will not have separate public hearings except in the case of the textbook code, which has been promised a separate hearing on account of the general interest in its features expressed by educational circles. The master code, with all the other sub-divisions, will be given a general hearing at a date not yet set, and the parties interested will be heard.

Those represented at the hearing were:

John O'Connor of the Grolier Society, representing subscription and mail-order publishers. (Mr. O'Connor has acted as chairman of the group meetings on a Basic Code for Publishing.)

W. Morgan Shuster of D. Appleton-Century Company and Whitney Darrow of Charles Scribner's Sons, representing trade publishing.

W. D. Watson of W. B. Saunders Company and Horace White of P. Blakiston Sons & Co., representing medical publishing.

Geoffroy Billo of Baker, Voorhis & Company and W. G. Packard of Frank Shepard Company, representing law publishing.

William K. Holman of A. J. Holman & Company and G. F. J. Cumberlege of Oxford University Press, representing Bible publishing.

Henry H. Hilton, president of Ginn & Company, representing the textbook industry.

Johnson Proposes Code Changes

A TWELVE POINT PROGRAM for revising existing codes was put forward by General Hugh S. Johnson, N.R.A. Administrator, in his address opening the great public hearings in Washington this week, at which anyone who has objections, complaints or criticisms is being given a chance to air his views. General Johnson stated that data already gathered have shown the following corrections to be necessary:

1. A more uniform and equitable rule of price stabilization where necessary to prevent cut-throat competition, with further insurance against prices outstripping purchasing power.
2. A more effective rule to prevent sales below costs of production.
3. Uniformity in wages and hours in industries which are competitive.
4. Uniform classification of areas for the prevailing southern wage differential.
5. Further reduction in work hours and further increase in hourly wages.
6. Protection against monopoly, oppression of small enterprise and inclusion in codes of buying regulations to protect the small fellows.

7. An improved method to secure compliance.

8. A method for financing code administration without racketeering.

9. Elimination of inconsistent or conflicting provisions in codes.

10. Adequate labor and consumer representation in an advisory capacity on code authorities.

11. Uniform government representation on the authorities.

12. Wider use within code groups of mechanism for settling labor disputes.

"It is our purpose to determine, in the code conference," General Johnson said, "the opinion in codified industries as to how many of these improvements we can put into effect by general Presidential rulings, leaving to each industry the opportunity to show why the application of such rulings cannot, or ought not to, be applied to it, or to what extent such rulings ought to be modified or stayed. It is our plan to move into this corrective process just as soon as the code conference is finished."

Department Store Sales Up

A WIDE INCREASE in the value of department store sales for the month of January as compared to January, 1933, is shown in the Federal Reserve Board's monthly report, just released. According to this report, the value of sales for January, 1934, was 18% higher than for January, 1933. When allowance is made for the fact that there was one more business day this year than last, the increase amounts to about 14%. The Dallas district showed an increase of 36%; Cleveland, 33%; Atlanta, 28%; St. Louis, 25%; Kansas City, 24%; Boston, 23%; Chicago, 21%; San Francisco, 16%; Richmond, 14%; New York and Minneapolis, 13%, and Philadelphia, 12%.

De La Mare Window Contest

DODD, MEAD announces another De La Mare Garden Book Window Display Contest, similar to the one held last year which was won by Stokes & Stockell of Nashville, Tenn. The bookseller who arranges the most effective selling display of De La Mare garden books will receive a prize of \$50. There will be a second prize of \$25, and five third prizes of \$5 each. In addition all booksellers who send in a photograph, at least seven inches long in one direction, of a De La

Mare window display will receive \$2, providing the window does not receive a higher prize. This is to offset the expense of photographing the displays. All windows must appear continuously during a business week of six or more days, between March 15th and April 30th. Only De La Mare garden books may be used in the display, but booksellers are urged to cooperate with florists and hardware dealers and to include growing plants, cut flowers, garden tools, etc., with the book display. To be eligible, all photographs must be received on or before May 12, 1934. Awards will be made by May 15th.

First Lady Backs Booksellers

BOOKSELLERS were given their day in court at the big N.R.A. hearing in Washington this week and made the most of it. Cedric Crowell and Richard Fuller represented the A.B.A., and at the Tuesday conference, given over to small business, Mr. Crowell again presented a picture of the retail booksellers' predicament along the line of his arguments before the Code Committee. Again on Thursday at the conference on trade practice, presided over by Alexander Whiteside, time was allotted to the booksellers, and Mr. Crowell, instead of again reading his arguments into the minutes, presented a copy of his statement to Mr. Whiteside, the chairman, who promised to read it himself as well as put it into the permanent records.

National attention to the booksellers' cause was obtained by Harriet Anderson of the Channel Bookshop, who, on Tuesday, accompanied by Carol Fleming of the same shop, read before the conference the statement of the needs of the bookshop which was signed by Mrs. Franklin D. Roosevelt, and this statement was broadcast over the radio, attracting national attention. Mrs. Roosevelt's statement follows:

"It has been brought to my attention that the retail department stores can sell books below what the small bookshop can for the following reasons, and still live up to the retail code, which says they must not sell below cost. For instance, a \$1 book is sold by the publisher to the trade for 60 cents and the department store figures no overhead and can sell these books at 60 cents, but the small bookshop must figure 10 per cent for rent, 10 per cent for salaries, 15 per cent for other overhead, such as accounting, advertising,

etc., and 5 per cent for profit. The retail department store figures in none of these expenses or even if they figure in something for expense, they can write off the profit very easily, whereas small bookshops must make some profit.

"It is easy to say, of course, that all small shops will have to go out of business, but I question the desirability of saying that, for in many cases, even in food shops, one can, on the whole, get better value for the money and the customers will pay less on all-around buying than in the chain stores.

"Even though we acknowledge that chain stores in cities can always do it more cheaply I doubt if they can in smaller communities and give the same value.

"Even if this were true, it would do away with what I should say was our ultimate aim in building up community spirit and consumption at home of as much as possible of what is produced in the neighborhood.

"In the case of the bookshop this argument includes the fact that there are intangible values of culture and education involved. They do render services which are not included in everyday overhead and which are certainly not rendered by the department stores."

L. I. D. Book Group Meets

MORE THAN 100 PERSONS connected with the booktrade attended a dinner at the Town Hall Club on February 19th under the auspices of the Book Group of the League for Industrial Democracy. B. W. Huebsch of the Viking Press was chairman, leading a discussion on "America Today—What Is Happening to Us?" in which Scott Nearing, author of "Fascism," and "Must We Starve?"; V. F. Calverton, editor of *The Modern Monthly*, and John Bauer, author of "Permanent Prosperity and How to Get It," and director of the American Public Utilities Bureau, took part.

The League's Ladies' Night

THE ANNUAL LADIES' NIGHT of the Booksellers' League was celebrated by a dinner and dance at the Aldine Club, New York, on February 21st. More than 150 members and their guests enjoyed a lively evening. Tap dancing was explained and described in an address by Miss Anne Schley Duggan followed by examples of this style of dancing by six qualified young exponents. Further dancing addresses were made by John

Martin of the New York *Times*, author of "The Modern Dance" and Lawrence Hostetler, author of "The Art of Social Dancing." There was dancing for all during the dinner between courses, and after the program was completed, the tempting rhythm kept a good number busy until after midnight. John Barnes Pratt was the toastmaster. Souvenirs were distributed as follows: "Life Begins at Forty"—Walter B. Pitkin, by McGraw-Hill Co., "A Gay Family"—Ethel Boileau, by E. P. Dutton and Co. and "3 Point 2" a recipe book shaped as a barrel of beer, by F. H. Beach.

Broadcasts Feature Magic Book

TWO BROADCASTS featuring "The Magician's Manual" edited by Walter B. Gibson (Blue Ribbon Books) have been arranged by station WOR in Newark. The first was during the afternoon of March 3, at 4:55 P.M., and the second will be about 8:30 P.M. on March 7th. Each program is a dramatized version of the "They laughed when I got up to do a trick" idea in which the hero stops at a bookstore, buys the book and consequently becomes the life of all parties.

New England Omnibus

JAY B. POMFRET, who was associated with the A. T. Ramsay Company in the publication of "Cape Cod Ahoy!", and Paul G. Conway, editor, are preparing a volume entitled "New England Short Stories," and state that they are now receiving manuscripts of approximately 4000 words in length for consideration for inclusion in the book. This is to be a representative volume, and all manuscripts submitted must be written by authors thoroughly familiar with the part of the country represented. While new stories are preferred, some of those to be published will be accepted with the permission of the publisher who retains the copyright. Inquiries should be addressed to Jay B. Pomfret, 212 Summer St., Boston, Mass.

No Other Change

HOUGHTON MIFFLIN COMPANY announce that the resignation of Roger L. Scaife has entailed no other change in the personnel of the Trade Department. Ferris Greenslet will continue as Executive head of the department, B. H. Ticknor as Sales Manager, R. N. Linscott as Advertising Manager; Ira R. Kent will take charge of Editorial work.

Communications

Your Opinions Are Valuable. Write the Publishers' Weekly

THE WELL MADE BOOK

February 26, 1934

Editor, Publishers' Weekly:

I have noted in your issue of February 24th, a letter from a publisher to the trade, asking "To what extent is the sale of a novel helped by the physical appearance of the book itself?" If this letter had stopped with that sentence, the answers would have been significant and interesting. The publisher's next paragraph, however, referred to colored illustrations, "over-size" format, and gold stamping. The implication was (although it may not have been intended) that these features inevitably make a handsome book.

I believe good bookmaking requires decent but not necessarily expensive materials, good taste in arrangement and in color effect; sufficient care on the part of the manufacturing man so that the printer will be supplied with a firm sheet of paper which will take a clean impression, and so that the binder will be supplied with dies, stamping materials, and cloth which are well suited to each other.

Since many examples can be cited to show that books have been made less attractive because of colored illustrations, large size, or gold stamping, I hope that such features will not be accepted by anyone as the important criteria in judging a well made book.

M. B. GLICK

February 21, 1934

Editor, Publishers' Weekly:

Little, Brown & Company asked what the booksellers' impression was of their edition of "The Way Beyond" by Jeffery Farnol, which they first published last fall and on which they gave special attention to the physical appearance.

It was my first impression when the book came to hand, that the book was a revival of Jeffery Farnol. The reason for that lay in the fact that the making of the book was approached in the spirit of about 1910. The type of illustrations, the way they were reproduced, the paper, the binding, a cloth which has not been common for many years, the heavy gold on the cover, the jacket, all

of these things combined to give the impression that the book was a revival. It would seem to me that there was nothing so satisfactory about the bookmaking of twenty years ago that requires that the style should be revived for a book today. It would be likely to give customers as well as booksellers the feeling that the book was not new. If the same amount of money had been spent in taking advantage of the best current ideas and materials, there might have been a book that would have more immediately impressed itself on us all as a new and promising piece of merchandise.

"A BOOKSELLER"

ON THE RIGHT TRACK

Malden Public Library
Malden, Massachusetts
Feb. 19, 1934

Editor, Publishers' Weekly:

I read with interest Mr. Spaulding's communication in the *Publishers' Weekly* of February 10th, page 696.

"F.B.S." is on the right track regarding "books sent for approval." They are a torment to the flesh and produce much profanity.

We, in New England, have been following Mr. Spaulding's suggestion for the past fifteen years, perhaps longer, and find it works very satisfactorily.

HERBERT W. FISON

AN APPEAL

17 Arundel Gardens,
London, W. 11, England.

Editor, Publishers' Weekly:

I am anxious to trace an early Fifteenth Century Manuscript of Vegetius' "De Re Militari" in English, containing a note of ownership in a fifteenth century hand "Thomas Rotherham boke". I am preparing a text of the English translation of Vegetius, and if any of your readers either possesses or knows the whereabouts of this manuscript, I should be very grateful if he would have the kindness to communicate with me.

KATHARINE GARVIN.

W. N. B. A. Meets

THE REGULAR MONTHLY MEETING of the Women's National Book Association was held on February 27th at the Hotel Pennsylvania. Mary Gould Davis, William Edgar Warren and Capt. Cornelius Willemse were the speakers.

The seventeenth annual dinner dance of the Association will be held on Wednesday, March 14th, at the Hotel Pennsylvania at 7.30 P.M. Tickets are \$3.50 each and may be secured from Grace Callahan, c/o A. G. Seiler's, 1224 Amsterdam Ave., New York City. Constance Lindsay Skinner, William Beebe, Sophie Kerr and Arthur J. Burks will speak. Members who feel they cannot attend the dinner but wish to hear the speakers may secure a special ticket for \$1.50 which will admit them at about nine o'clock, in time for the speeches and dancing.

More Money

Business Week ESTIMATES THAT the government enterprises which have been started are putting approximately \$387.50 per family into circulation, money which must pass from hand to hand and thus increase business activity. Such disbursements, *Business Week* estimates, will be promptly reflected in a business pick-up such as has already been tested and proved. Store purchases in 14 agricultural states show an increase of more than 100%, while mail-order houses dealing with farmers report a 20% gain for December.

"There is an entirely new spirit among consumers and producers. The stage is set for the governmental expenditures to have their maximum effect. The wise business man will so set his sails to take full advantage of the trade winds. This is a rare opportunity."

New Magazine

A NEW MAGAZINE called *Wine and Good Living* includes in its first number, March, articles by Frederick Van Wyck, author of "Recollections of An Old New Yorker," Arthur Mason, author of "Wide Seas and Many Lands," Dr. U. P. Hedrick, director of the New York State Agricultural Experiment Station, and other writers of note. The periodical is published monthly at 116 East 59th St., and sells for \$3.00 a year.

Obituary Notes

JAMES J. KIRWIN

JAMES J. KIRWIN, publisher and former member of the Board of Education, died in Brooklyn on February 5th at the age of 76. In 1891 he founded the publishing house of Schwartz, Kirwin & Fauss, 53 Park Row, New York City, a firm specializing in the publication of Catholic school textbooks. He held many important political positions before 1901 and after his retirement from public life again resumed activity in the firm's affairs, continuing until shortly before Christmas when illness obliged him to remain at home.

JAMES L. PENNYPACKER

JAMES L. PENNYPACKER, vice-president of the Christopher Sower Co., America's oldest publishing house, died on February 18th in Haddonfield, N. J. Mr. Pennypacker was born in Philadelphia and was graduated from Harvard in 1880, a classmate of President Theodore Roosevelt. The publishing house was established in 1738 by Christopher Saur, (the name being later changed to Sauer and subsequently to the present name of Sower) and was the first American house to issue an edition of the Bible in any European language. There were three editions, in 1743, 1763 and 1776, printed in German. It was not until 1782 that the first American edition of the Bible was issued in the English tongue by another Philadelphia publisher, Robert Aitken.

W. SYMONS

W. SYMONS died in London on February 1st. Mr. Symons was for thirty-one years manager of the London house of Blackie & Sons, Ltd., and his association with publishing and bookselling began in the early '70's, when he joined Ascher & Company. Thence he went with Sampson Low & Company, to remain there twenty-one years, and in 1901 he became manager of Blackie & Sons.

D. C. WALFORD

D. C. WALFORD died on February 2nd in London. He was manager of Edward Arnold & Company, publishers, with which firm he had been connected for forty years. For some time he was supervisor of the Department of Illustration, but in 1926 succeeded T. Edward as manager of the business.

Customers' Choice

WE COMMENTED in Customers' Choice last April on the very successful garden book exhibit held by the Dartmouth Bookstall in Boston during the Flower Show in March, and because it was such a successful exhibit we asked Mrs. Jackson last week for further information so that we could pass it along to other booksellers who might like to try the same sort of thing. The purpose of the exhibit, we were told, was to represent all the garden books from all the publishers in the country, with a few English ones thrown in to boot. We'll let Edith Hanson of the Dartmouth Bookstall tell about it.

"We got the utmost cooperation from the publishers, who sent in whatever we asked for on sale," Miss Hanson says. "The books arrived *en masse*; we struggled for a week or so classifying them and storing them on shelves in the back of the shop. The Saturday before the show opened we spent in shelving the regular stock and filling all the tables and all the windows with the garden books. Each of us chose whatever books she wanted to work with and arranged her own table. This competition kept our spirits up at the end of the day when they, as well as our feet, had begun to wish flower shows had never been thought of. To add to the confusion, we had to take down all the sporting prints which are hung in the shop and hang the Laura Hills flower paintings (lent by Doll and Richards) which added such zest and beauty to our exhibition. We made arrangements with the florist next door, and the shop burst into bloom. We heaped the windows with pink azaleas; the doorway and one of the large tables inside were bright with forsythia; another long table was backed with pale lavender petunias. We threw in a few calla lilies, some iris and a couple of ivy plants. Altogether the place was a bower. The weather behaved badly that week, and people were delighted to come in out of the dull greyness and general wetness to find spring within the shop."

"The exhibit was a success financially," Miss Hanson continues. "We sold a great many books, we got new customers both in

New... from Cover to Cover

576 Pages
300 Illustrations
100,000 Copies already sold!

Re-written
Re-illustrated
Greatly enlarged

GARDEN GUIDE

The most complete and popular
of all general garden books

The individual chapters
have been written by 28
experts in their own field

NONE
BETTER

**DE LA MARE
GARDEN BOOKS**

Over 50 titles to select from

This poster for the new edition of "Garden Guide" (De La Mare) is available from Dodd, Mead

town and out of town. Our booth at the Flower Show in Mechanic's Hall was responsible for this, of course. It was good advertising. We were directly across from the rose exhibits, wedged in between a sculptor on one side and a gentleman selling small microscopes on the other. Whenever we had a spare moment we would visit the booth on our right and peer at bugs crawling on bad prunes and microbes swimming in drinking water. We sold books, postcards, puzzles and catalogs. The catalogs went best of all!" (We've mentioned these catalogs before. They are attractive lists of garden books published up to a year ago, which are available to booksellers at 4 cents a copy, and may be obtained imprinted at an extra charge of \$1.50.)



Macmillan has a series of posters with illustrations from "Garden Flowers in Color"

is designed to suggest at a glance the right books to show any given customer, two attractive posters for store and window display, and four booklets suitable for handing out in the store or mailing to garden lists. Already more than 100 dealers have so far signified their intention of making special spring displays of *Doubleday* garden books, using this merchandising material. Among them are such stores as the Channel Book Shop and Putnam's, New York; Jacobs', Philadelphia; Otto Ulbrich, Buffalo; Burrows Brothers, Cleveland; Marshall Field, Chicago; J. L. Hudson, Detroit; John Kidd & Sons, Cincinnati; Joseph Horne, Pittsburgh; Stokes & Stockell, Nashville, and Sibley, Lindsey & Curr, Rochester.



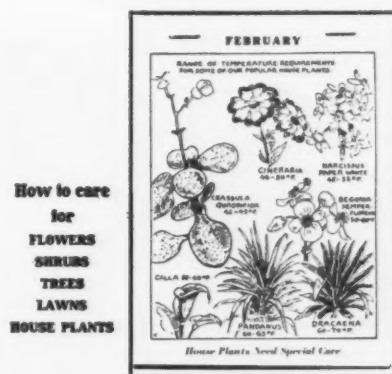
The customer chart, Mr. Stevenson explained, classifies the buyers of garden books into typical groups down the left-hand margin according to their garden interests and the stage of gardening to which they have progressed. Across the top are the most popular titles of the *Doubleday* list. Where the horizontal and vertical spaces intersect, flower insignia of different sizes designate "Sure-Fire Sale," "Better-Than-Even Chance" and "Fifty-fifty Chance of a Sale." One of the posters, 18" x 24", carries the colored jackets of "Down the Garden Path," "A Thatched Roof," "New Gardens for Old," "The Garden Notebook," and "The Rock Garden," with eleven other popular *Doubleday* titles listed with their prices. The other is a calendar poster on "The Garden

Notebook," 10" x 13". This has twelve drawings, one for each month in the year, showing "What To Do This Month in Your Garden," arranged so that the sheets may be torn off as the months pass by. A folder, titled "Books of Garden Interest, 1934," is a 16-page illustrated catalog of *Doubleday* books, without the publisher's name, but with an order form addressed to the bookseller. There are also individual folders imprinted, available to dealers for "New Gardens for Old," "The Garden Notebook" and "The Rock Garden."



Macmillan has made a series of posters for "Garden Flowers in Color" by G. A. Stevens, which contains 400 photographs in full color. The posters each carry two of the photographs from the book and make exceptionally effective decorations. This book was published just before Christmas in an edition of 5000 copies. Much to *Macmillan's* surprise and pleasure the entire edition was sold out before Christmas, and the book has

What To Do This Month in Your Garden



One of the 52 Working Drawings in

THE GARDEN NOTEBOOK by ALFRED PUTZ

See the book here

The sheets on the pad in the center of this *Doubleday* poster tear off so that interest in the book may be kept up month by month

been out of stock until now, due to the difficulty of printing such elaborate illustrations. A new edition will be available for the spring gardening campaign. *Macmillan* has reduced L. H. and Ethel Z. Bailey's "Hortus," an extremely popular garden dictionary, to \$5, and classes it as the best buy in the field. There is a new book by L. H. Bailey, "The Gardener's Handbook," with practical notes on all kinds of gardening. *Macmillan* offers an imprinted garden booklet, with a special offer for imprinted order post cards.

❖ ❖

On the *Scribner* list this spring are two new garden books and a new edition. The new books are "Aristocrats of the Flower Border" by G. A. Phillips, dealing exclusively with the modern herbaceous border, and Volume II of "Gardens of Colony and State," compiled by Alice G. B. Lockwood, for the Garden Club of America. The reprint is Gertrude Jekyll's "Children and Gardens" written 25 years ago, but illustrated with new and up-to-date photographs. *Scribner's* catalog of spring books contains a page listing the more important garden books on the list. One of *Scribner's* many interesting importations is the eighth edition of Gertrude Jekyll's "Wall, Water and Woodland Gardens," published in England by Country Life, Ltd. This is a complete guide for those in-

terested in rock and wall gardening and it contains a wealth of photographs.

❖ ❖

Many booksellers have discovered a steady market for the *Field Book Series* of *Putnam's*. There is an attractive folder available to booksellers with their imprint, which describes each of the books in this series.

❖ ❖

The high light of the *Stokes* garden list this spring is "Cactus," by Laura Adams Armer, illustrated by Sidney Armer. There are posters for display and imprinted circulars. Bookstores in Southern California, New Mexico and Oklahoma have already become very enthusiastic about this book. Two other books on the *Stokes* list are "The Making of the Flower Garden," by Ida D. Bennett, which is a practical handbook particularly adapted to amateur use, and "The Garden Month by Month," by Mabel C. Sedgwick, which is a more elaborate book in tabular form with a color chart and a description of the characteristics of any hardy plant or flower.

❖ ❖

The Orange Judd Publishing Co., which has a very complete line of practical books on gardening and farming, offers a circular describing numerous of their recent books as well as a complete catalog of their list.



One of the *Scribner Bookstore's* delightfully characteristic garden windows. Beginning early in the year the *Scribner* store keeps garden books actively before its customers

Market News

Some Forthcoming Garden Books

EVERY WEEK this department prints a list of books on special subjects. We will be glad to receive suggestions from booksellers as to subjects which will be helpful to them.

GARDENS IN GLASS. By Mildred N. Andrews. *Dodd, Mead*, \$2.

JAPANESE FLOWER ARRANGEMENT; new ed. By Mary Averill. *Dodd, Mead*, \$3

THE GARDEN GUIDE; 6th ed. *Dodd, Mead*, \$2.50

CHILDREN AND GARDENS. By Gertrude Jekyll. *Scribner*, \$2

WALL, WATER AND WOODLAND GARDENS. By Gertrude Jekyll. *Scribner*, \$6.50 (Published)

MODERN GUIDE TO SUCCESSFUL GARDENING. By M. G. Kains. *Greenberg*, \$2.50

GARDENS OF COLONY AND STATE. By Alice G. B. Lockwood. *Scribner*, \$25

GARDENS AND GARDENING. Ed. by F. A. Mercer. *Studio*, \$4.50, pap. \$3.50

WEEDS. By W. C. MUENSCHER. *Macmillan*, \$3.50

ARISTOCRATS OF THE FLOWER BORDER. By G. A. Phillips. *Scribner*, \$3.50

WATER GARDENS AND GOLDFISH; new ed. By Robert V. Sawyer and Edwin H. Perkins. *Dodd, Mead*, \$2

THE GARDENER'S HOW BOOK. By C. C. Sherlock. *Macmillan*, \$3.50.

THE STORY OF GARDENING. By Richardson Wright. *Dodd, Mead*, \$3.

Brandeis Article Reprinted

CHARLES SCRIBNER'S SONS have made a reprint of Justice Brandeis's notable attack on price cutting, which was quoted with so much effect by Cedric Crowell in representing the booksellers at the code hearings in Washington. This opinion originally appeared in *Scribner's Magazine* in August, 1913, and because of its clear-cut statement of the important social values of price maintenance it should be engraved on the mind of each user of books.

Notice to Control Card Users

"THE QUEEN AND MR. GLADSTONE" by Philip Guedalla (*Doubleday*) has been postponed from Mar. 7th to Apr. 4th.

"Your Germs and Mine" by Berl Ben Meyr (*Doubleday*) has been postponed from Mar. 21st to Apr. 4th.

"The Man Who Changed His Name" (*Doubleday*, Mar. 21st) is by Edgar Wallace and R. G. Curtis (instead of Robert J.)

"A Biography of the Greek People" by Cecil Fairfield Lavell (*Houghton*) has been postponed from Mar. 28th to Apr. 14th.

"The Talking Sparrow Murders" by Darwin Teilhet (*Morrow*) has been postponed from Feb. 14th to July.

"Tomorrow's Money" by Frank A. Vanderlip (*Reynal & Hitchcock*) has been postponed from Mar. 7th to Mar. 21st.

Joyce Title Withdrawn

A FEW WEEKS AGO, in a notice about the works of James Joyce, the *Publishers' Weekly* stated that "Dubliners" and "A Portrait of the Artist as a Young Man," published by the Viking Press, were also procurable in the Modern Library and in the Travelers Library (Peter Smith). The Travelers Library edition has been on sale here through a misunderstanding and is now discontinued. Thus the Modern Library edition remains the only one in which these two titles are reprinted.

Auction Calendar

WEDNESDAY, THURSDAY AND FRIDAY AFTERNOON. MARCH 7, 8, AND 9, AT 2:15. The splendid libraries of Dr. H. N. Fraser of Brooklyn and Mrs. F. W. Clapp of Auburndale, Mass., including writings of esteemed English and American authors, mostly in fine bindings, press publications, and other desirable books. (Items 792.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

Changes in Price

HARPER & BROTHERS

Business Book Department

"The Handy Man's Handbook" has been reduced from \$3 to \$2.50.

FREDERICK A. STOKES CO.

The price of the *Masterpieces in Colour Series* has been increased from \$1.25 to \$1.50 per volume.

Market News

One Month from Now—A Forecast

- KALEIDOSCOPE, by Stefan Zweig. *Viking Press*, \$3.
 FAMILY CRUISE, by Helen Ashton. *Doubleday, Doran*, \$2.50.
 JAMES SHORE'S DAUGHTER, by Stephen Vincent Benét. *Doubleday, Doran*, \$2.50.
 LONG REMEMBER, by MacKinlay Kantor. *Coward-McCann*, \$2.50.
 FRIDAY'S CHILD, by Louise Platt Hauck. *Penn*, \$2.
 SEVEN GOTHIC TALES, by Isak Dinesen. *Smith & Haas*, \$2.50.
 Apr. 2. Thirteen stories. \$2500 appropriation to catch the "Marie Antoinette" market.
 Apr. 4. Author of "Dr. Serocold," etc. A worried mother takes her family on a cruise to Greece.
 Apr. 4. Great reports from people who have read this novel of Americans in our time. 3-color poster, 11 x 14.
 Apr. 5. Postponed from March. May Literary Guild selection.
 Apr. 6. Friday's child is "loving and giving."
 Apr. 9. Glowing reports from advance readers of these seven novelettes. April Book-of-the-Month Club selection. Special advertising campaign.

Out This Week

- ADVENTURE'S A WENCH, by Charles Veil and Howard Marsh. *Morrow*, \$3.
 BLACK RIVER, by Carleton Beals. *Lippincott*, \$2.50.
 THE FOOL OF VENUS, by George Cronyn. *Covici, Friede*, \$3.
 FOUR SAINTS IN THREE ACTS, by Gertrude Stein. *Random House*, \$1.
 GERMAN FAMILY, by L. C. N. Stone. *Bobbs-Merrill*, \$2.50.
 I WENT TO PIT COLLEGE, by Lauren Gilfillan. *Viking Press*, \$2.50.
 JEAN DE RESZKE, by Clara Leiser. *Minton, Balch*, \$3.75.
 MANHATTAN LOVE SONG, by Kathleen Norris. *Doubleday, Doran*, \$2.
 MURDER IN THE CALAIS COACH, by Agatha Christie. *Dodd, Mead*, \$2.
 THE MYSTERY OF THE CAPE COD TAVERN, by Phoebe Atwood Taylor. *Norton*, \$2.
 THE ROBBER BARONS, by Matthew Josephson. *Harcourt, Brace*, \$3.
 ROBERT E. LEE, by Robert W. Winston. *Morrow*, \$4.
 SMIRT, by Branch Cabell. *McBride*, \$2.50.
 THEY HAD THEIR HOUR, by Marquis James. *Bobbs-Merrill*, \$2.75.
 TOWARD THE FLAME, by Hervey Allen. *Farrar & Rinehart*, \$2.50.
 A WARNING TO WANTONS, by Mary Mitchell. *Doubleday, Doran*, \$2.50.
 WHO RULES AMERICA? by John McConaughy. *Longmans, Green*, \$3.
 The autobiography of a modern adventurer. *Morrow* will push it.
 A long and exciting novel concerned with Mexican oil and the people whose lives are governed by it.
 A long novel re-creating the most exciting period of the Middle Ages.
 The libretto of the opera by Virgil Thomson recently presented in Hartford and New York.
 The human drama of the Hitler régime. B-M's big fiction title.
 A young girl just out of college goes to live and work in a Pennsylvania coal mining town, and tells what she saw there.
 Leader on the Minton non-fiction list. The biography of a great singer and the story of the operatic world of his day.
 Two men and two girls, just out of Stanford, go to N. Y. to beat the depression on its home grounds.
 Another novel solution by the author of "The Murder of Roger Ackroyd."
 Asey Mayo is right up to form in his fourth murder case.
 The building of the fortunes of the men who seized the money power in America just after the Civil War.
 National and local advertising and circulars. The author has written an article about his work which will be syndicated.
 Advertising and a poster for the trade.
 Glimpses of American history by the author of best-selling biographies.
 War memoirs of the author of "Anthony Adverse." Published originally in 1926, it has sold 30,000 copies.
 A sophisticated modern story laid in a fictitious European kingdom.
 Posters, window displays, advertising. Extensive publicity plans.

Market News

Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.

WORK OF ART, by Sinclair Lewis. *Doubleday, Doran*, \$2.50.

A MODERN TRAGEDY, by Phyllis Bentley. *Macmillan*, \$2.50.

THE STATES VERSUS ELINOR NORTON, by Mary Roberts Rinehart. *Farrar & Rinehart*, \$2.

WITHIN THIS PRESENT, by Margaret Ayer Barnes. *Houghton Mifflin*, \$2.50.

THE MOTHER, by Pearl S. Buck. *John Day*, \$2.50.

LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50.

THE NATIVE'S RETURN, by Louis Adamic. *Harper*, \$2.75.

BRAZILIAN ADVENTURE, by Peter Fleming. *Scribner*, \$2.75.

CROWDED HOURS, by Alice Roosevelt Longworth. *Scribner*, \$3.

MORE POWER TO YOU! by Walter B. Pitkin. *Simon & Schuster*, \$1.75.

"Anthony Adverse" is running a little ahead of "Work of Art" on the best seller reports from bookstores coming to us for February.

Leads fiction for the past week in N. Y., Boston, Philadelphia, Washington and Chicago stores reporting to the *Times*.

A best seller in all the cities listed in the *Times* except San Francisco. Third on the Chicago *Daily News* best seller list.

Second in San Francisco, third in Philadelphia last week, according to the *Times*.

Third on McClurg's latest best seller list. A good third on our February best seller list, with reports in from about half the stores.

A best seller at Philadelphia, Washington, St. Louis and San Francisco stores last week, the *Times* reports.

The best seller in non-fiction in Chicago, according to the *Daily News*. The leader at McClurg's for months.

N. Y., Philadelphia and St. Louis stores list it first in the *Times*.

The favorite in Boston and Chicago stores reporting to the *Times*.

Third, so far, on our best seller list for February.

Second on the latest *Daily News* best seller list.

Other Bookstore Favorites

FALLING STAR, by Vicki Baum. *Doubleday, Doran*, \$2.

THE UNFORGOTTEN PRISONER, by R. C. Hutchinson. *Farrar & Rinehart*, \$2.75.

THE POSTMAN ALWAYS RINGS TWICE, by James M. Cain. *Knopf*, \$2.

WE RIDE THE GALE! by Emilie Loring. *Penn*, \$2.

THEY ALL SANG, by Edward B. Marks and A. J. Liebling. *Viking Press*, \$3.50.

THE HOUR OF DECISION, by Oswald Spengler. *Knopf*, \$2.50.

THE FIRST BILLION, by John K. Winkler. *Vanguard Press*, \$2.50.

MORE OR LESS ABOUT MYSELF, by Margot Oxford. *Dutton*, \$4.

TIA BARBARITA, by Barbara Peart. *Houghton Mifflin*, \$2.50.

One of the six best sellers at McClurg's last week and also at Brentano's N. Y. store.

Second printing. Reported a best seller last week by Philadelphia and Chicago stores in the *Times*.

The current best seller at Brentano's and Putnam's, N. Y. Also selling well at the Sunwise Turn, N. Y., and Wanamaker's, Philadelphia. Knopf is doing some heavy advertising.

Reported a best seller by five N. Y. stores in the *Times*. Stores reporting it to us are Lavender's, Troy; Bryan's, Columbia; Travers, Trenton; and Chandler's, Brunswick.

The non-fiction best seller at Washington stores last week.

Best seller for the month of February at the Harvard Cooperative store. Selling at Putnam's, Wanamaker's, Pettibone McLean's, etc.

Second in non-fiction sales at six Philadelphia stores last week according to the *Times*.

Second in non-fiction at Brentano's, N. Y. A Philadelphia best seller.

Leading reviews. The leader in February sales at the Booke Shop, Providence, second at Putnam's, and third at the Beacon Book Shop, N. Y.

February Book Production

*Monthly Statistics of New Book Titles Compiled from the Weekly
Record of the Publishers' Weekly Including the Books
(Not Pamphlets) of All American Publishers*

CLASSIFICATION	February, 1934			Feb. 1933	2 mos. 1934	2 mos. 1933
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics	11	1	12	25	27	44
Religion, Theology	35	5	40	61	68	86
Sociology, Economics	58	5	63	60	92	85
Law	6	—	6	4	9	4
Education	16	2	18	12	24	16
Philology	13	4	17	22	25	35
Science	15	2	17	32	35	51
Technical Books	7	1	8	14	18	20
Medicine, Hygiene	18	2	20	25	28	37
Agriculture, Gardening	5	—	5	4	7	5
Domestic Economy	11	—	11	9	23	11
Business	8	—	8	9	15	14
Fine Arts	13	1	14	8	21	14
Music	6	—	6	3	10	6
Games, Sports	8	2	10	11	18	18
Literature, General	17	3	20	26	42	39
Poetry, Drama	47	3	50	54	92	94
Fiction	125	37	162	156	285	314
Juvenile	13	6	19	23	34	30
History	47	9	56	31	90	56
Geography, Travel	21	4	25	34	40	47
Biography, Genealogy	38	4	42	53	92	98
Miscellaneous	1	—	1	3	5	12
Totals	539	91	630	679	1100	1136

For February, 1933, the totals were:

New books	576	New editions	103	Totals	679
Decrease	37	Decrease	12	Decrease	49

Totals for two months, 1934, show a decrease of 36 from totals of two months, 1933

BOOKMAKING

A MONTHLY DEPARTMENT

Of the Size, Shape and Bulk of Books

I—*The Interest of Tall, Narrow Books*

WILLIAM A. KITTREDGE

Because books were once made from standard sizes of papers, of which there were but few, they were given the following classifications. With these classifications are given the identifying leaf sizes in inches. Because so much paper for books is made to order now, sizes can depart from these classifications, and so in these articles size of books will be indicated by inches and fractions thereof, though they may relate to the old style designations.

Thirty-two mo	Leaf Size	$3\frac{1}{8} \times 4\frac{3}{4}$ "
Twenty-four mo	" "	$3\frac{3}{8} \times 5\frac{1}{2}$ "
Eighteen mo	" "	4×6 "
Sixteen mo	" "	$4\frac{1}{2} \times 6\frac{3}{4}$ "
Duodecimo	" "	$5\frac{1}{8} \times 7\frac{7}{8}$ "
Decimo	" "	$5\frac{1}{2} \times 8\frac{1}{4}$ "
Octavo	" "	6×9 "
Quarto	" "	9×12 "
Folio	" "	12×18 "

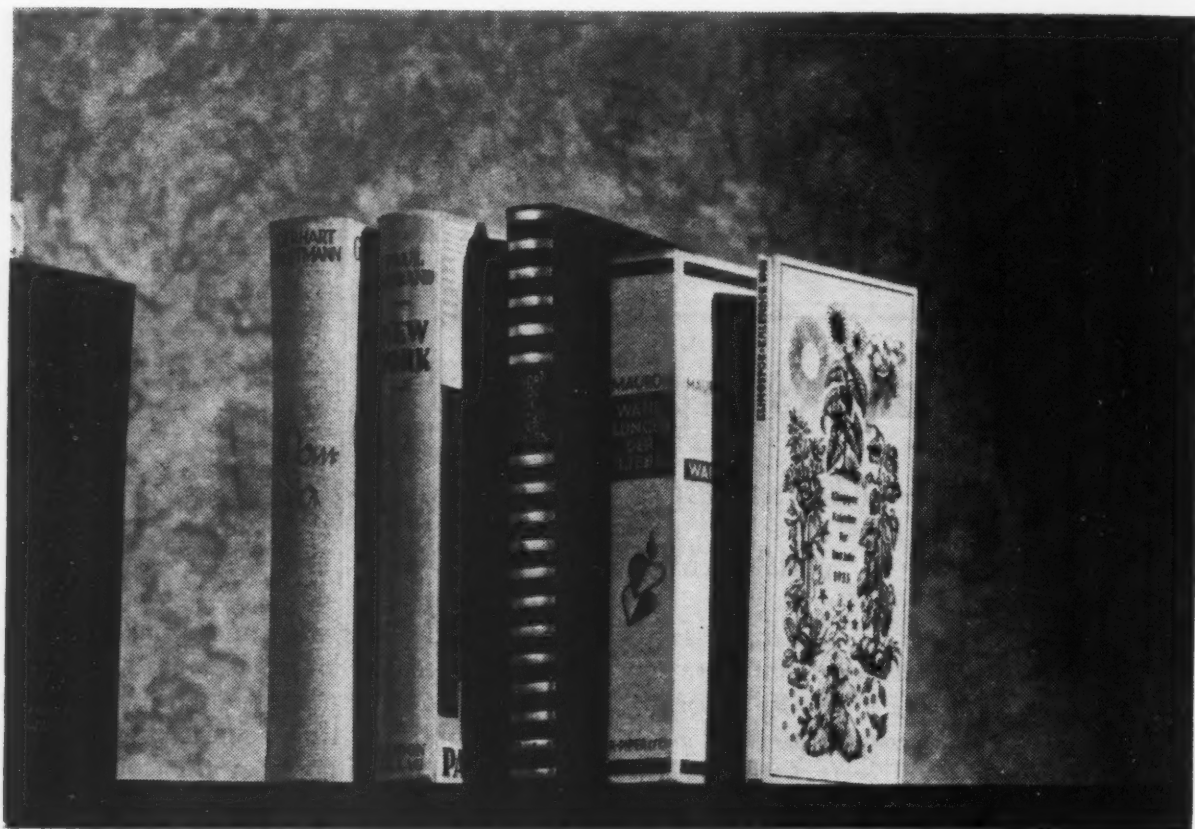
THE THREE ARTICLES, of which this is the first, propose to deal with the aesthetics of the size, shape and bulk of books as appropriately related to their contents, and as of interest to book buyers in providing a stimulating experience not usually associated with the conventional oblong, novel size of book.

Books may be written to be published, and published in order to find readers, but we all know that if the market of books were limited to those who read books through, it would be limited considerably. I buy books that I will never have time to read. I read few books, but purchase many. The other distractions of life make too great inroads on time that can be given to reading. I have

always liked books which gave me a pleasant thrill on account of their size, shape and bulk. Through an association with books, I have found that they achieve distinction in design by departing from the conventional oblong, novel size of books. Books achieve distinction when they are tall, narrow and thin. Many English books and other foreign books achieve distinction because they are frankly square, and some of us have a love of books that are chunky, fat, and bulky.

Did 315,000 people read "Anthony Adverse" through? How many of the people bought that book because of the splendid publicity and reviews—purchased it through desire and vanity, and have it in their rooms and houses as another pleasant accessory to living?

Granted that books should be made to be read and to invite reading, it is also nice when they can be made as decorative adjuncts to a pleasant life. If all books in a room were the same standard size and shape, one could easily go crazy. Of course, they never will be, in spite of all the pleas for standardization. The illustrations which accompany these articles show examples of books of recent manufacture here and abroad that illustrate the points being made. One of the illustrations with this article shows a tall book, "The True Travels, Adventures, & Observations of Captain John Smith" ($7\frac{7}{8} \times 12\frac{3}{8} \times 7/16$ "—140 pp.). This book, published in 1930 by Rimington & Hooper, and designed by Richard W. Ellis at The Georgian Press, is in typography allusive to the period, and sometimes called Colonial, or Georgian typography. The page is set with



Examples of tall, narrow books. Nos. 1, 3, 4 and 5 printed in Germany; No. 2 printed in Austria

generous margins, and the liberal marginal notes give the book an interest and variety that might otherwise be lacking. The narrow, tall page seems very fitting for this kind of book, especially when there are included many pages of verse, poetry frequently lending itself to the narrow, long page.

The square book shown in this illustration is "Stories" by Katherine Mansfield ($7\frac{1}{2} \times 10 \times \frac{3}{4}$ "—228 pp.),¹ published by Knopf, and designed by Elmer Adler. Line designs by Zhenya Gay decorate the binding, title-page and chapter beginnings. The book is an almost perfect example of the square format, and invites reading and is easy to read.

The fat book shown, "Die Apostolischen Schriften" ($4\frac{3}{4} \times 6\frac{1}{2} \times 2\frac{1}{8}$ "—568 pp.), was made in Germany and designed by Rudolf Koch. This book is bound in brown pigskin and is intended for reading like the Bible, and for use in churches. Bibles and prayer books have always lent themselves to the chunky, bulky form because of the nature of their contents and the use of the volumes.

¹ Can be cut from paper 32 x 44.

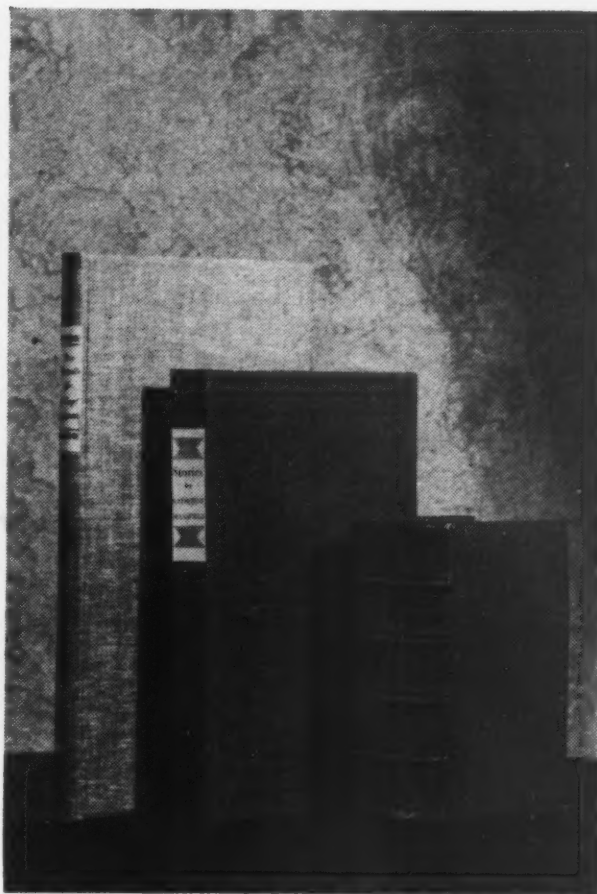
For some of the best examples of tall, narrow books, we must go to England and the Continent. They seem to do this thing there more often than we do here. "The Week-End Book" ($4\frac{1}{4} \times 7\frac{1}{4} \times \frac{7}{8}$ "—564 pp.), published by The Nonesuch Press under the direction of Francis Meynell, is a perfect example of such a book. This tall, narrow book has a binding with a pattern of vertical planes, which make it seem even taller and narrower than it is. This suggests the principle used in contemporary architecture, accenting either vertical or horizontal lines and planes in order to achieve an aesthetic effect. It is surprising that such an easily understood principle should not have been put to work more in book design.

A delightful series of tall, narrow books is a series of books about the colleges of Oxford and Cambridge, with illustrations by E. H. New, published in London by J. M. Dent & Co., and in New York by Dutton's. These volumes ($4 \times 6\frac{3}{4} \times \frac{3}{8}$ "—approximately 160 pp.) contain numerous line illustrations by the artist, together with ground plans of the colleges and their buildings. In their formats they seem quite perfect and distinguished on account of size and shape.

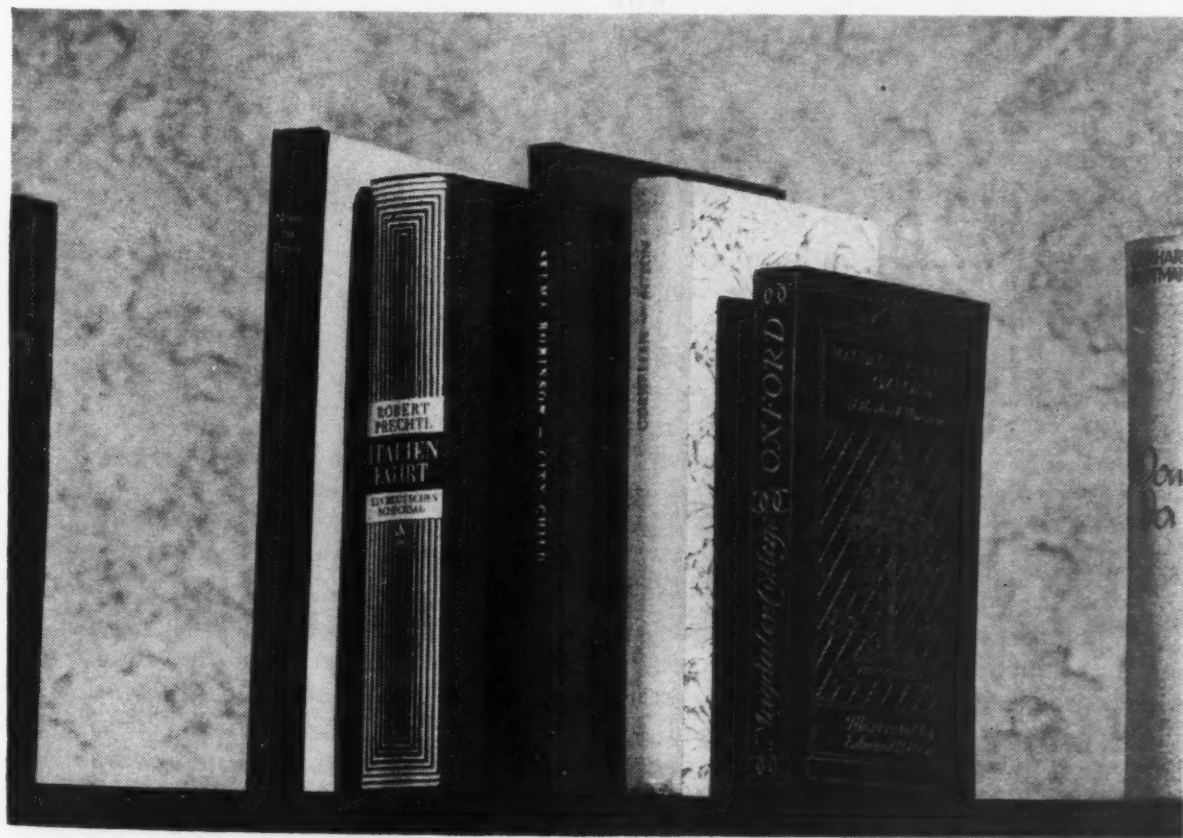
A book of poems, "City Child" by Selma Robinson (4 9/16 x 8 1/4 x 1/4"—64 pp.), is an almost perfect example of the tall, narrow volume. The small page decorations by Rockwell Kent embellish the poems, which on account of their short lines fit the narrow page. In such a book it is desirable to have, as far as possible, one poem to the page, and so there is a definite reason for extending the length of the page over the conventional.

Another book which is an almost perfect example of the tall, narrow page is the Klingspor Calendar for 1933 (4 13/16 x 6 13/16 x 3/32"—32 pp.). The days of the month are listed in lines on the page, with decorations at the top, and so the page may be said to have been shaped around the contents.

Numerous trade edition books from Germany adopt the tall, narrow format because it seems to be a convenient shape for a small book that may be carried about and slipped into the pocket. Many of these books contain as much material as is to be found in the average novel—many of them are novels. However, there is no extra bulking of the book and no building of it up into a size and shape greater than is essential for the clear presentation of the contents. The il-



Examples of (1) tall, narrow book; (2) square book; (3) bulky book



Examples of tall, narrow books. Nos. 1 and 3 printed in the United States; No. 2 printed in Germany; Nos. 4 and 5 printed in England

illustrations with these articles will show many such books.

The Nonesuch Press in England has been successful with books which are both tall and narrow, and at the same time bulky. Splendid examples of these are: Pope's Translation of Homer's "Iliad" (6 x 10 $\frac{3}{8}$ x 1 13/16"—940 pp.), with parallel pages in the original Greek and in English; John Bunyan's "The Pilgrim's Progress" (4 $\frac{3}{4}$ x 7 $\frac{3}{4}$ x 1 15/16"—460 pp.), with woodcuts by Karl Michel; and Izaak Walton's "The Compleat Angler," edited by Geoffrey Keynes (5 x 8 3/16 x 1 $\frac{1}{8}$ "—644 pp.).² All these books are delightful to hold and read because they depart from the conventional oblong and are tall, fat books.

Something was said of vertical and horizontal lines of architecture above. The use of this principle can be seen in contemporary

² Can be cut from paper 32 x 44.

interiors and furniture, as well as in the outside designs of buildings. It is a principle that the publisher can use to make his product more stimulating, varied, and attractive.

Imagine the dispensers of alcoholic beverages deciding on bottles all of one size and shape. How much interest would be lost through the standardization of the package? How stimulating these bottles and packages are on account of the variety of their size and shape—as well as for their contents! The unconventional packages are often successful on account of the interest they attract by being different. If books are to be bought as objects of art in a room, or for interior decoration, or because they are pleasant to have around, let us have greater variety in the packaging of books. Let the package be a surprise in size and shape and bulk, and not like every other book.

Books About Bookmaking

HELLMUT LEHMANN-HAUPT

FRA LUCA DE PACIOLI OF BORGO S. SEPOLCRO.
By Stanley Morison, New York, The Grolier Club, 1933. 25.00. (For members only.)

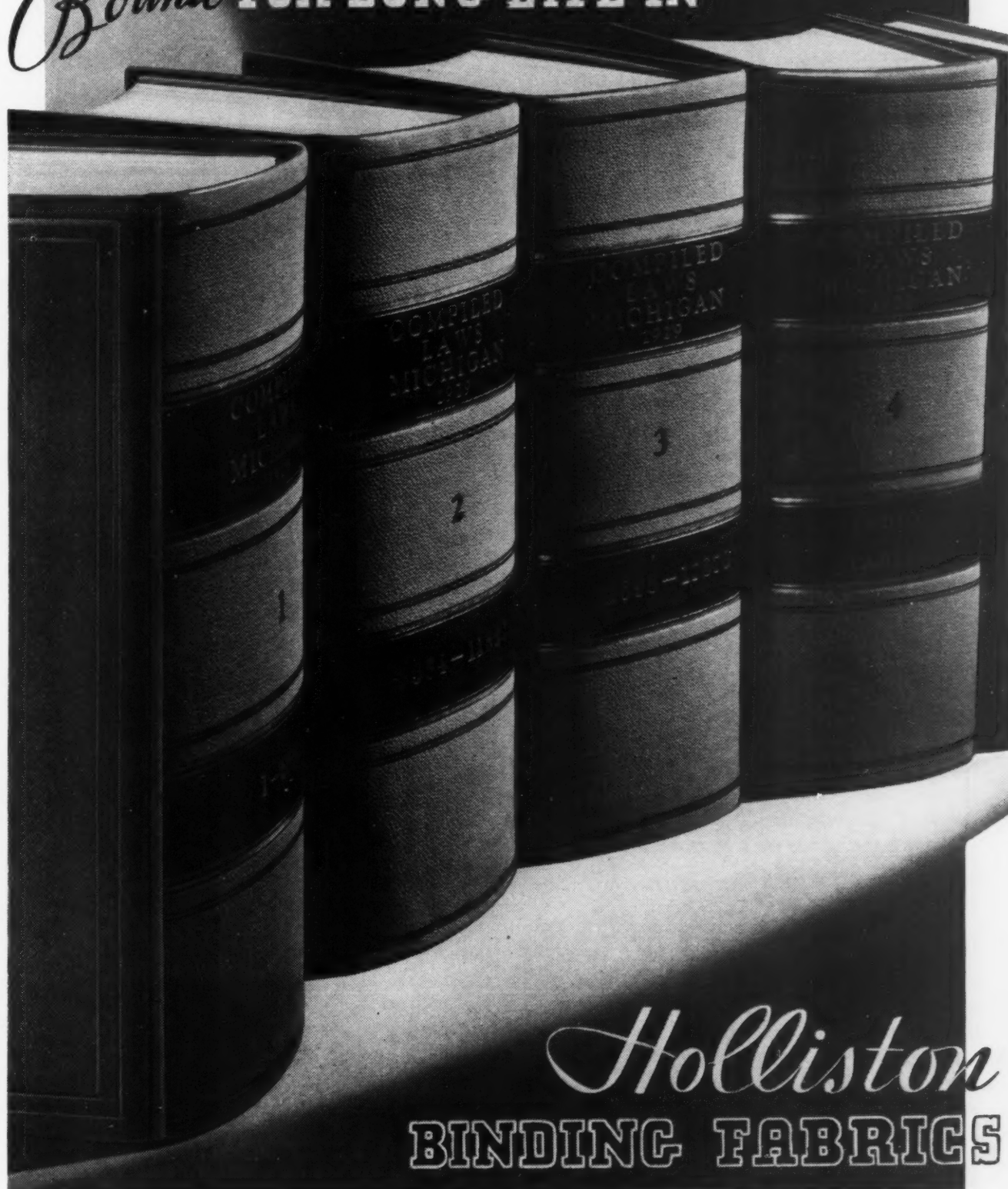
This is the third monumental Grolier Club publication devoted to the Renaissance methods of constructing Roman Capitals with compass and ruler. The Albrecht Dürer, of 1916, and Geofroy Tory, of 1927, are now crowned with an exquisite Bruce Rogers' reprinting of Pacioli's letter constructions. The book is more than a beautiful presentation of a subject that will always interest the bibliophile. Stanley Morison has written an accompanying text and a postscript which answers the many questions raised by the previous publications, with reasonable finality. First of all, it sets right, as accurately as is possible today, in what cases and in which manner the various Renaissance authors on geometrical letter construction are dependent upon each other. More important still is Morison's simple but fundamental emphasis that these constructions were never meant for calligraphers or printers but were invented for the express use of architects and craftsmen concerned with large scale monumental letter cutting in stone.

From here Morison derives the answer to the question that readers of this column are likely to raise: "What is the practical use today of such rules of construction?" And the answer: "No use for modern lettering, little use for type designers and printers but of everlasting value for the makers of monumental stone inscriptions!"

LETTERS FROM T. E. SHAW TO BRUCE ROGERS.
200 privately printed at the Press of William Edwin Rudge from type set by Bertha M. Goudy. (A few copies can be bought from Mr. Rogers for 15.00 each.)

These "Letters" are, first of all, documents of unusual literary interest. Not often have we a chance to observe so intimately the conception and the coming to life of a great work of literature. These letters were never written with a view to future publication. They were written from the author to his printer at various stages of the work. That they were published shows generosity and the right sense of value of everyone concerned. What interests us here is that the slim little volume, which came about so naturally, is a monument of perfect collaboration between printer and author. It is *the*

Bound **FOR LONG LIFE IN**



Holliston
BINDING FABRICS

There are books of a certain type which require a specific kind of binding. The nature of the book and its uses are the first considerations. Between the extremes of utility and cost factors there are thousands of editions where personal choice governs. That is why the Holliston line contains so many types of fabrics and so many colors and effects. It is a complete line . . . to cover all books, to give a wide range of selection. There is a Holliston binding fabric for every book from Nursery Rhymes to Laws. Books shown were printed and bound by Franklin DeKleine & Company of Lansing, Michigan.

THE HOLLISTON MILLS, INC. . . NORWOOD, MASS.
BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS

book on the printer and his author. As such it will take its permanent place in the wide literature of printing. It is the best of its kind, because it describes the ideal writer that a printer can find to print for, and the ideal printer that a writer can find to write for.

Rudolph Koch of Offenbach

It is probably more than a mere coincidence that two of the leading German language periodicals in the graphic arts have devoted an entire issue each to the work of Rudolph Koch and his associates and pupils. The *Archiv für Buchgewerbe und Gebrauchsgraphik* in its last issue of 1933 (no. 1112) and the *Philobiblon* of Vienna (in no. 1 of 1934) give a very comprehensive and enjoyable picture of the Offenbach Workshops. The account centers around the revival of hand lettering and other hand methods in the graphic arts. But the examples of work that are shown and discussed are not limited to books and prints but are drawn freely from the wide field of "applied lettering," including tapestry, map making, metal craft and book binding. Through the splendid recent exhibition of books and prints held at the Public Library in New York and elsewhere in this country a wider public has become acquainted with the fine workmanship of the Offenbach group. The two new publications on Rudolph Koch will strengthen this impression and take the place of a permanent record.

Type Specimens

Perhaps it would be a sound thing to publish from time to time critical reviews of new printing types. It would take a real expert to do this, one who is familiar with the technique and commercial requirements, and with aesthetics and the historical traditions. He would also have to be independent of all commercial connections with type foundries and distributing agencies. It would be difficult to find this "supertypist." Mr. Updike could do such a thing and perhaps a few other scholar printers in this country.

In the meantime, and as a preparatory step, type specimens issued in book form shall be listed from time to time in this column. This listing will include type specimen books issued by printers.

An excellent example of a trade book

printer's display of fonts is H. Wolff's "Type Book," designed by *Ernst Reichl*, and published in 1933.

The Cambridge University Press in England has issued a new specimen entitled: "Oriental Founts," Available for Book Composition at the University Press. It contains a scholarly introduction on oriental alphabets by *Professor F. C. Burkitt*, and goes on to show examples of Arabic, Coptic, Ethiopic, Sanskrit, Syriac, Egyptian and Hebrew—a striking panorama of eastern penmanship frozen into useful, obedient lead soldiers.

Relation of Paper Properties to Printing Quality

IN AN ARTICLE published in the November issue of the *Paper Industry*, C. G. Weber describes how the Bureau of Standards is obtaining scientific data to assist the printing industry and the paper manufacturers in learning more exactly the relation of the fundamental properties of paper to modern printing requirements. By cooperative research with the Lithographic Technical Foundation, important facts have been learned relative to the causes of mis-register of successive color prints, the most serious difficulty encountered in this industry. For improvement in register, information has been developed relative to the control of paper characteristics in manufacture, the control of press variables in printing, and improved procedure in handling and conditioning paper.

Testing is of importance in connection with the definition and evolution of printing paper properties, and the correlation of the properties with results in printing. Satisfactory methods have been developed for measuring some of the properties related to printing quality. The Bureau developed an instrument for measuring the opacity of paper, and this type of instrument is widely used in the paper industry. The extent that printing will show through paper depends largely on its opacity. The amount of penetration of printing ink into paper apparently bears a close relation to the porosity of the paper, and the Bureau has recently developed apparatus for precise measurement of this property. It is stated, however, that much more research must be done before the printing quality of paper can be completely defined.

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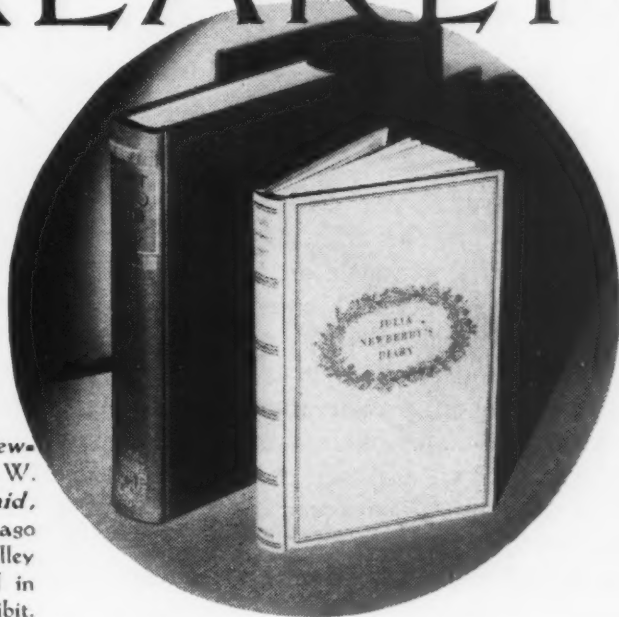
YOU can depend on any Interlaken cloth doing well the job for which you selected it—because Interlaken cloths are made specifically for book binding, by an organization which manufactures book cloths exclusively. The inherent quality of Interlaken cloths goes deeper than the surface. That is why today, as for the past fifty years, Interlaken is the leader in the field.

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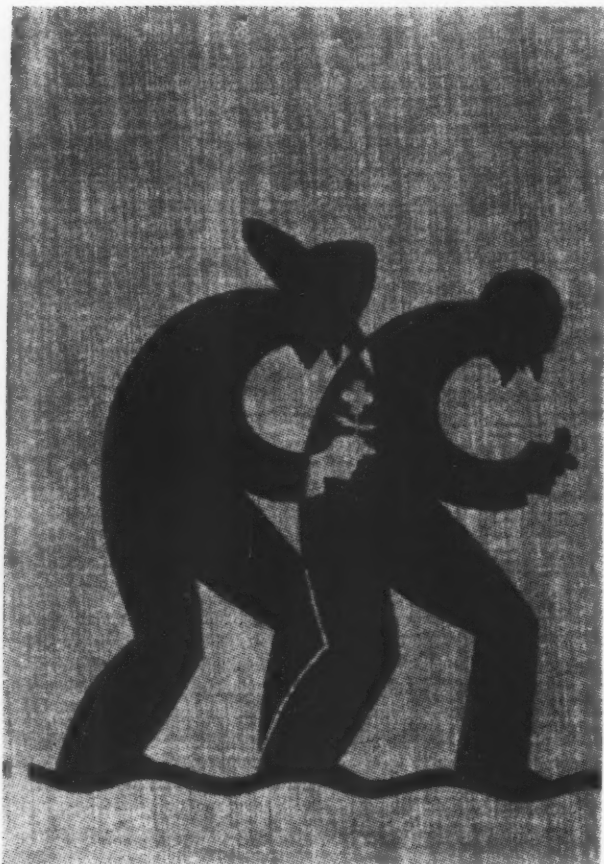
PROVIDENCE, R. I.
18 THOMAS STREET, N.Y.

Bound in Interlaken. *Julia Newberry's Diary*, published by W. W. Norton & Co., and *What Plato Said*, published by University of Chicago Press. Both bound by R. R. Donnelley & Sons Company and included in The Fifty Books of the Year Exhibit.



Full Trim: A Bias on Current Bookmaking

EVELYN HARTER



The binding of "Mr. Digweed and Lumb" (Macmillan) from a design by Norman Guthrie Rudolph, is refreshingly handled

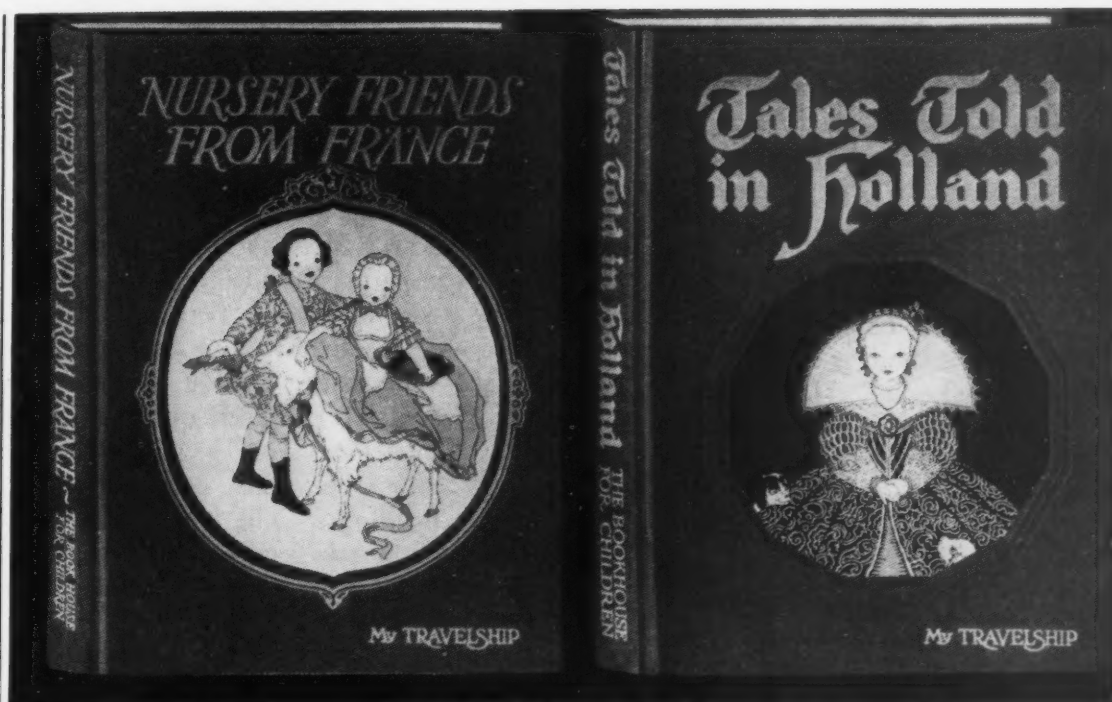
THERE SEEMS TO BE A SUPPOSITION AFLOAT in some quarters that designers are a species of aesthete who d'yell in ivory towers toying with their pica-rules and striking off layouts according to passing whims without regard to cost per thousand ems or the photo-engraver's scale. We decided, recently, as representative of the craft, to descend, so to speak, from the pinnacle on which we were supposed to be perched and find out, as a salesman (generally supposed to be the most realistic person in the publishing business) just what is going on in the world of Men.

In the pursuit of our duties as a salesman we have kept an ear cocked for opinions affecting the manufacture of books. So far we cannot report any very startling news. We found that there are booksellers who

know how to look at a book appraisingly, who flip back the jacket and look at the binding, who glance at the title-page and frown if the text type is too small. Naturally jackets are their first concern, and they are good judges of jackets. They like occasional large-format books to sell, but they are not duped by books which are artificially puffed-up. Top stains may have been a fad once, but they are considered almost a necessity now, as a protection against soiling, and the darker the top stain the better. It grieved us to see the torn and dirty state of the jackets of some of our books that had been in the shops a few weeks. It would probably be impracticable for publishers to establish a sort of visiting nurse arrangement by which someone might travel around and rehabilitate these weary-looking specimens. It would not, however, be out of the question for a five or ten pound heavier paper to be used for jacket stock, and we would recommend this wherever possible. We found some booksellers actually appraising novels by the number of paragraph indentations; we turn this observation over to the Authors' League.

We have found on the stacks this month two series of books in which special attention has been paid to the bindings. One is the "White Oak Library" (Norton). The sides are of black cloth, the backbones of various colors of cloth with a short gold panel for the author's name and a black panel with gold lettering for the title. Several simple gold rules on the front have a smart effect, which is, however, almost ruined by a too-literal representation of an oak tree in the right-hand corner. We have come to the conclusion that the book designer should Beware of Trees. The tree is a beautiful object in nature, but it is almost impossible to present it in the simplified, abstract form desirable for stamping on a binding or printing on a title-page.

The other series is the Putnam one called "Great Occasions"; it has pleasant bindings

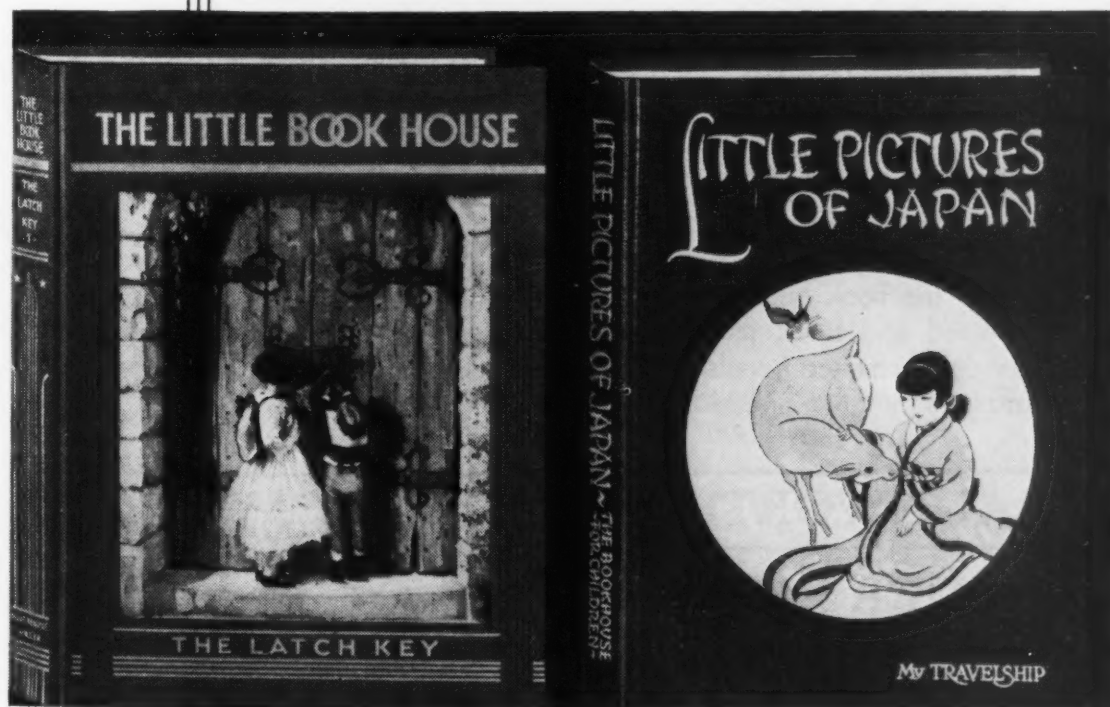


Glofoil

Here are four covers so beautiful they are as interesting to those in the book making trade as they are attractive to those who buy books. Naturally, a great deal of thought went into their planning and into their production. The selection of Glofoil and the results produced should be more convincing arguments than all advertising claims. We do claim that Glofoil combines the advantages of clean release and resistance to tarnish to a degree not equalled by any other roll leaf. Results prove it.

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Books shown
thru courtesy
THE BOOK HOUSE
FOR CHILDREN

Binding by
ROBERT O. LAW
COMPANY

of tan vellum cloth with ink labels on the backbones stamped in gold.

Something new in children's readers is offered by Scribner's in "Komoki of the Cliffs." We understand that these pictures were made by Indian children. They have a beautiful modern simplicity and lovely colors, done by offset, apparently. These pictures are so far from the old-fashioned ben day method of getting colors in children's books that there is no comparison.

"Our Lenin" (International Publishers) has an attractive feature in a book not otherwise distinguished, in the red bands bleeding across the top and bottom of the page. The color is pure and adds to the appearance.

"German Family" (Bobbs-Merrill) shows a treatment of the top stain which, if not entirely successful in itself, has possibilities for the future. Instead of a solid color across the top, the book is stained in alternating red and black bands. Something can surely be worked out of this idea in the way of a more attractive (possibly a smaller) pattern, and in tying up the top stain treatment with the rest of the format of the book.

To that ever perplexing problem of how to make chapter openings fresh and interesting, several contributions have been made by Knopf. "Adventures in Nakedness" and "The Postman Always Rings Twice" have simple abstract line drawings built around the chapter numeral. The drawing is clean, and there is avoided the curse of literalness which often attends such efforts.

Among the jackets forthcoming we liked especially was that for "The Robber Barons," with the ben day in black adding a smart touch to the bands, and the free, easy lettering which is as easy to read as good handwriting. The jacket for "The Fool of Venus" is colorful and employs an unusual mustard yellow to take the book out of the class of the ordinary red and black jacket. This book, too, has good chapter openings set in Civillite above simply drawn shields.

Rogers' Bible Nears Completion


THE GREAT LECTERN BIBLE, which Bruce Rogers has been carrying forward at the Oxford University Press of England for the past four years has been proceeding slowly but steadily under his exacting direction and is now half done as far as the printing of the large paper edition is concerned. Mr. Rogers, who is in New York, now has a set of sheets of the first volume from England.

With this section ready, it is easy now to visualize the great undertaking in all its magnificence, with its noble columns of Centaur type and beautiful carefully-planned headings. The setting of a Bible presents great problems, like the avoidance of awkward endings for chapters and the bringing of the headings of each book to a suitable place on the page. Each chapter heading, owing to its different length, has involved a separate problem of design. The running heads give the name of the book over the left-hand column and the number of the chapter over the right.

Book Designing Classes

THE FIRST TWO of the series of informal lectures on book designing and production being given by Robert Josephy were held on February 14th and 28th, with an attendance of about twenty-five at each. The subjects of these talks were "Planning in Three Dimensions" and "The Characteristics of Type Faces." The remaining seven lectures, which are held on Wednesdays at 7:30 at 111 East 26th Street, will be:

Verse, Plays, Etc. Illustrations—March 7.
Headings, Initials, Rules and Ornaments—
March 14.
Laying out the Frontmatter—March 21.
The Title Page—March 28.
Paper and the Press—April 4.
Reproduction Methods and Requirements—
April 11.
Binding Processes, Materials, and Designs—
April 18.

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It is a face that radiates happiness. Every line, every curve is full of beauty and the joy of living. It can't help but impart that spirit to the page. There are plenty of type faces whose sober forms weave a more fitting garment for words of sorrow and despair. Let us reserve Estienne for the happier narratives. Mergenthaler Linotype Company, Brooklyn, New York. -

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LEADED FOUR POINTS



Why Only Seventeen Books?

ROBERT S. JOSEPHY

MANY WHO ARE INTERESTED in American art have been distressed by the state of book illustration in this country. During a period when there has been an increasing interest and an increasing competence in typography as well as an extraordinary rise in the level of American bookmaking (an examination of twelve years of Fifty Books shows, for instance, would demonstrate this), there has been no corresponding development in the field of book illustration. Publishers of illustrated books have seemed almost oblivious to what has been happening in the nearby fields of plastic and graphic arts and drawing and painting.

The recent exhibit of Illustrated Books sponsored by the American Institute of Graphic Arts was, therefore, especially timely. The purpose of this exhibit was, as in the case of the Fifty Books show, to examine all the current works and to show both to workers in this field and to the public the most stimulating books produced and only incidentally to crown those selected. The rules pertaining to the exhibit allowed publishers to submit books of the last three years, during which period there has been no Illustrated Books exhibit. Of the books submitted, only 17 were found worthy of inclusion. Why only 17? Was the jury too strict, too highbrow, too conservative, too radical? I think not any of these things. The jurors were: the director of a successful bookshop for children, a writer well known as a sound critic of painting and the author of a widely read book of art history, the art director of a group of sophisticated magazines really not esoteric in their appeal, a leading dealer in art books and prints of the modern school. This is certainly a well-balanced jury, representing a variety of viewpoints, and yet the four were agreed on one thing, that few of the books showed freshness, freedom, vitality. Some of them showed a high degree of technical competence, but few any real feeling for the subject or any sound grasp of the illustrator's function. The constant criticisms of the jurors were: "This is routine work, hack work,

imitation of —, the man's second best work," etc.

What is responsible for this situation? What is the matter with the publishers—with the illustrators? A more serious reason is that few publishers are really interested in drawing or have thought much about it. They recognize the need for training and experience in selecting manuscripts but consider a superficial interest sufficient for an art editor. As a result of this complacency, the average publisher is apt to accept second-rate work when offered, and, because of his preoccupation with the literary field, seldom knows the right artist for the book in hand and gives the work instead to one whose talents are more suited to solicitation than draughtsmanship.

There was a time when serious artists did not do illustrating. This was due largely

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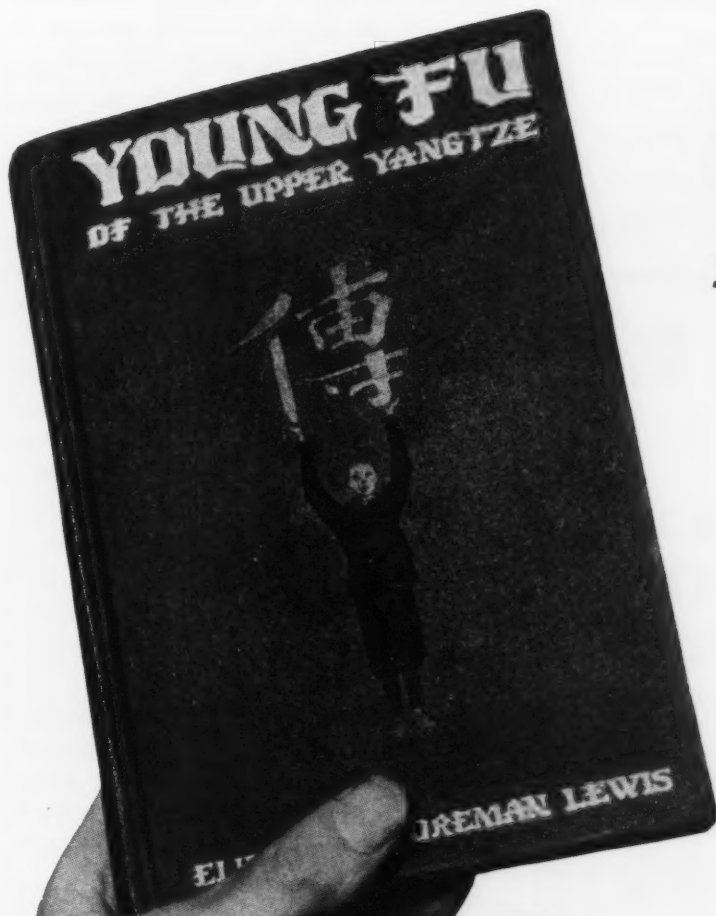
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to the rise of popular magazines in America, exploiting all that was banal in both writing and drawing. The reaction from this caused the better book and magazine publishers to omit illustrations altogether and the more sensitive artist to shun the field. Fortunately, the new economic situation, a new ideal of art for the masses, better reproduction and printing and other factors have brought about a change. It is still true, however, that the real artist does not sit around publishers' waiting rooms, so the hack gets the work.

Gentlemen of my own profession are guilty on a different count. They have embraced, encouraged and exalted the artists whose work "goes well with type," and if there is anything that will kill the life in a drawing it is a deliberate effort to this end. Starting with a laudable desire to get away from the half-tone-made-from-an-oil-painting, we have fostered a rigid style of pen drawing on the one hand, and revived the wood-cut tradition on the other. Neither of these media is actually in *perfect* harmony with the line produced by modern matrix-making methods, and the blessed union is therefore seldom attained, but the effort to attain it has helped to inhibit the freedom of American and English illustration at a time when the natural movement in art has been toward a freer line and less literal statement.

I do not propose to argue theories of art here. Certainly the labels "modern" and "conservative" have done enough damage to our thinking in this field, and such an irrelevant classification has nothing to do with whether a piece of work has freshness and vitality or is dead and hackneyed. Everyone will agree that the artist's style should be a free expression of his ideas and spirit and personality. What business, then, has the typographer to say that his drawings may be good but they "don't fit into a book"? It is his job to *make* a good book with them.

The jury for this exhibition was not required, fortunately, to concern itself with questions of typography, but with illustration alone. Still there were only seventeen books selected. Perhaps this disappointing result of the Institute's examination of current work will remind a few more publishers to be less casual in commissioning illustrators, and will remind a few typographers that the art of drawing cannot be made subordinate to their own.

Clinic Discusses Modernism

THE BOOK CLINIC of the A.I.G.A. met for one of its regular luncheon meetings on February 23rd to discuss modernism in book design, with Frederic G. Melcher as chairman. The meeting was rather intimate due to the fact that a combination of storm and holiday had buried most of the members under their work. The 14 who attended, however, took part in a give-and-take discussion which developed the conclusion that "modernism" was a term not easily defined. A number of the new books which were felt to be modern in treatment were discussed. The general feeling seemed to be that sans serif type was unreadable unless used in small blocks, that many "modern" books were really pretty conventional, and that modernism was an element which would become increasingly important to book designers. There were several unanswered questions such as "Can a book designer depart as much as he wants from tradition so long as he stays within mechanical limits?" and "What is the best type face to use with photographs?" The next meeting, on March 16th, will cover the subject of chapter headings, and it is felt that a number of the questions brought up at the last meeting will be more fully answered then.

I am a Manufacturing Man.
Many of you know my name.

Experience:

4 years in charge of layout on a national magazine as Assistant Editor.

5 years as Secretary of a recently amalgamated N. Y. publishing house and head of their Manufacturing Department.

1 year as designer and salesman for a large job printer in order to complete my technical education.

I want to return to N. Y. where my contacts are of value.

May I tell you more about myself? *Box S.M. c/o P. W.*

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The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts Dr: Drama Hi: History Po: Poetry Sp: Sports
Bi: Biography Ec: Economics Ju: Juveniles Re: Religion Tr: Travel
Bu: Business Fi: Fiction Mu: Music Sc: Science

Aiken, Mrs. Janet Ruth Rankin

A new plan of English grammar. 221p. D [c. '33] N. Y., Holt 1.40

Aison, Gerta, comp.

Modern American poetry, 1933 [anthology]. 452p. D '33 N. Y., Gallcon Press, 175—5th Ave. 3.00

Allen, Hervey

Toward the flame; a war diary; il. by Lyle Justis [new ed.]. 295p. O [c. '26, '34] N. Y., Farrar & Rinehart 2.50

Angell, James Waterhouse

Financial foreign policy of the United States. 152p. (4p. bibl.) O ['33] N. Y., Council on Foreign Relations bds., 1.00

Ayer (N. W.) & Son's directory of newspapers and periodicals for 1934. O ['34] Phil., N. W. Ayer & Son 15.00

Bacon, Mrs. Josephine Dodge Daskam [Ingraham Lovell, pseud.]

The girl at the window. 278p. il. D c. N. Y., Appleton-Century 2.00
What Sukey saw from her window helps to solve a kidnapping mystery. For girls of twelve and older.

Bailey, Carolyn Sherwin, ed.

The story-telling hour. 262p. (bibl.) D c. N. Y., Dodd, Mead 2.00
A guide, illustrated with specific examples, to all types of stories, their uses, and how to tell them. Edited for the New York Story League.

Bainbridge, H. C.

Twice seven. 322p. il. O [c. '34] N. Y., Dutton 3.50
The autobiography of an original, an Englishman who lived life his own way, influenced by three men, Dr. Ludwig Mond, Baron Corvo and Carl Fuberge, court jeweller of Russia.

Barbour, Ralph Henry [Richard Stillman Powell, pseud.]

Southworth scores. 269p. il. D c. N. Y., Appleton-Century 2.00
A story of the baseball season at Hillfields School for boys.

Barrett, Monte

The wedding march murder. 314p. front. (diagr.) D (Copyright fiction) [c. '33] N. Y., Burt .75

Bauer, John and Gold, Nathaniel

Permanent prosperity, and how to get it. 266p. O c. N. Y., Harper 2.75
A program for the abolishment of unemployment and the stabilization of money and credit to create greater consumer purchasing power.

Beach, Rex Ellingwood

Beyond control. 310p. D (Copyright fiction) [c. '32] N. Y., Burt .75

Beals, Carleton

Black river. 408p. D c. Phil., Lippincott 2.50
A story of oil in modern Mexico and its effect upon the characters and lives of many people concerned with its production or the wealth it brings.

Bennet, Robert Ames

Guns on the Rio Grande. 306p. D c. N. Y., Ives Washburn 2.00
A western story of action and romance.

Berg, Louis, M.D.

Prison doctor. 256p. D [c. '32, '34] N. Y., Macaulay 2.00

Originally published by Brentano's.

Bible

The Riverside New Testament; tr. from the original Greek into the English of to-day by William G. Ballantine; rev. ed. 456p. S '34, c. '23 Bost., Houghton flex. cl., 1.00

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Bierce, Ambrose

Write it right; a little blacklist of literary faults. 73p. D '34, c. '09 N. Y., C. L. Bowman & Co. 1.00

Billings, Buck

Six-gun vengeance. 288p. D (Copyright fiction) [c. '33] N. Y., Burt .75

Bloom, Ursula [Mrs. Charles Gower Robinson]

Wonder cruise. 288p. D [c. '34] N. Y., Dutton 2.00

An unexpected legacy brings a Mediterranean cruise and romance into the life of Ann Clements, a woman of thirty-five whom love had passed by.

Book-auction records; v. 30, for the auction season Oct. 1932-August 1933, containing thirteen thousand, nine hundred and forty-nine records. 622p. O ['34] [N. Y., R. R. Bowker Co.] 10.00

A priced and annotated record of London, Edinburgh, Glasgow and Dublin book-auctions, comprising books from the invention of printing to the current year, Baxter prints, early manuscripts, bindings and rare sets of engravings.

Boswell, James

The journal of James Boswell, 1786-1789 [lim. numbered ed.]. 185p. il. F (Private papers of James Boswell from Malahide Castle, 17) ['33] [N. Y., Rudge] bds., bxd., 900.00, set
Containing "Removal to London," September, 1786; "Work on the 'Life of Johnson,'" "Elected Recorder of Carlisle," 11 January, 1788; "Death of Mrs. Boswell," 4 June, 1789; "Letters to Mrs. Boswell."

The journal of James Boswell, 1789-1794 [lim. numbered ed.]. 391p. il. F (Private papers of James Boswell from Malahide Castle, 18) c. [N. Y., Rudge] bds., bxd., 900.00, set

Containing "Quarrel with Lord Lonsdale," June, 1790; "Publication of the 'Life of Johnson,'" 16 May, 1791; "Jaunt to Cornwall," August-September, 1792; "Letters." This is the last text volume of this set. There will be an index volume.

Brand, Max

Slow Joe. 299p. D (Copyright fiction) [c. '32, '33] N. Y., Burt .75

Brande, Dorothea

Becoming a writer. 148p. (bibl.) D [c. '34] N. Y., Harcourt 2.00

A practical book on the technique of writing, based upon the principles of psychology.

Brandeis, Mrs. Madeline

Little Tony of Italy. 159p. il. O (Children of all lands stories) [c. '34] N. Y., Grosset bds., .50

Bridges, Robert

Collected essays, papers, etc., of Robert Bridges, 11-15. 102p. D ['34] N. Y., Oxford 1.00

Bridges, Victor

I did not kill Osborne; an adventure in the Essex marshes. 301p. D [c. '34] Phil., Penn 2.00
Although cleared of the murder on which he was on trial for his life, Nicholas Trent, young English sculptor, determines to clear up the mystery of the unsolved crime.

Brown, Alice [Martin Redfield, pseud.]

Jeremy Hamlin. 327p. D c. N. Y., Appleton-Century 2.50

Jeremy Hamlin, the dictator of a New England town, is dead, yet his story is told in the lives of the four people his death affects most.

Brown, Harold S.

Filing theory and practice; 5th ed. 144p. il. O '33 N. Y., N. E. H. Hubbard & Co., 150 Nassau St. lea. cl., 2.50

Browne, Eleanore

Murder by appointment. 320p. D [c. '34] N. Y., Macaulay 2.00

After the robbery and murder of a Bordeaux jeweler, a cordon of international detectives tries to capture the criminal known as The Panther.

Browning, Robert

The reader's Browning; selected poems; ed. by Walter Graham. 518p. (6p. bibl.) front. (por.) D [c. '34] N. Y., Amer. B'k 2.25
For college and university courses.

Budge, Sir E. A. Wallis, tr.

Legends of Our Lady Mary, the perpetual Virgin and her mother Hanna; tr. from the Ethiopic manuscript collected by King Theodore at Makdalâ and now in the British Museum. 388p. il. D ['34] N. Y., Oxford 3.25

One hundred and ten miracles of Our Lady Mary; tr. from Ethiopic manuscripts for the most part in the British Museum. 412p. il. D ['34] N. Y., Oxford 4.25

Burke, Thomas

The beauty of England. 367p. il. O '34 N. Y., McBride 3.00
A guide to the beauties of rural England.

Cabell, James Branch

Smirt; an urbane nightmare. 330p. D c. N. Y., McBride 2.50; lim. signed numbered ed., 5.00
An ironic novel about a modern Virginian's dream world.

Campbell, Eugene

The long whip. 361p. D c. N. Y., Scribner 2.00

A novel of a great and wealthy family of the Long Island hunting set, whose humble origin is forgotten in their present-day magnificence.

American Public Welfare Association

Poor relief laws; a digest of existing state legislation. 25p. Q (Public administration service no. 37) c. Chic., Public Administration Service pap., .25

Auger, Asa

Reading faces and heads; a manual of rules for reading character at sight [2nd ed.]. 45p. il., diagrs. D [c. '33] New Bedford, Mass., Author pap., .25

Bachman, Frank P.

Education and certification of elementary teachers. 235p. (11p. bibl.) diagr. O (Field study no. 5) 33 c. Nashville, Geo. Peabody College for Teachers pap., .75

Brown, A. E.

Workbook in educational psychology. 231p. O '33 N. Y., Macmillan pap., 1.35

Brown, Helen W., M.D.

Sex education in the home. 16p. nar. T (Pub'n no. 844) [c. '33] N. Y., Amer. Social Hygiene Ass'n pap., .10

Bruner, Herbert B.

Some suggestions for the study of modern problems; a bulletin for teachers. 66p. (2p. bibl., bibl. footnotes) O (Nat'l crisis ser.) [c. '34] N. Y., Teachers Coll., Columbia Univ. pap., .50

Bucy, Wilma Geneva

The new why and how of Woman's Missionary Union. 118p. S [c. '34] Nashville, S. S. B'd of So. Bapt. Convention pap., .35

Christie, Agatha Miller [Mrs. Max Edgar Lucien Mallowan] **Fi**

Murder in the Calais coach. 308p. diagr. D (Red badge b'ks) '34, c. '33 N. Y., Dodd, Mead 2.00

One of the occupants of the Calais coach of the Orient Express was murdered, the train was stopped by snow-drifts in the mountains of Jugoslavia, and the famous Hercule Poirot, also a passenger, solved the mystery.

Clark, Marion G. **Hi**

Westward to the Pacific; Pennsylvania ed. 630p. (bibls.) il., maps, diagrs. D [c. '32, '34] N. Y., Scribner 1.20

Cobb, Bertha Browning Barnes [Mrs. Ernest Cobb] and Cobb, Ernest **Ju**

Robin. 155p. il. D [c. '34] N. Y., Putnam 1.75
A story for little children about one gay summer afternoon in the lives of Nan and Joy.

Cohen, Morris Raphael and Nagel, Ernest

An introduction to logic and scientific method. 479p. (bibls.) O [c. '34] N. Y., Harcourt 3.50

Collingwood, R. G.

An essay on philosophical method. 238p. O ['34] N. Y., Oxford 3.25

Conlon, Hazel M.

The technique of social dancing. 48p. diagrs. O [c. '33] Madison, Wis., [Democrat Pr. Co.] 1.75

Cory, David **Ju**

Red Feather. 126p. O (Little Indian ser.) [c. '34] N. Y., Grosset bds., .50

White Otter. 128p. il. O (Little Indian ser.) [c. '34] N. Y., Grosset bds., .50

Croft-Cooke, Rupert [Taylor Croft, pseud.] **Fi**

Release the lions. 288p. D c. N. Y., Dodd, Mead 2.00
The story of Max Dionysius' short freedom following his release from prison, during which he found his boyhood sweetheart.

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Curtis, A. B. and Cooper, J. H.

Mathematics of accounting; rev. ed. 480p. O (Coördinated accounting ser.) '34 N. Y., Prentice-Hall 5.00

Davies, David Davies, 1st baron

Suicide or sanity? an examination of the proposals before the Geneva Disarmament Conference; the case for an international police force. 55p. O ['34] [N. Y., Putnam] pap., .50

Constructive customer relations; for the banker who meets the public. 238p. D [c. '33] N. Y., Amer. Bankers Ass'n pap., 1.00

Dearmer, Percy, comp.

The Oxford calendar and lectionary. 31p. '34 N. Y., Oxford .40

D'Herbigny, M.

Militant atheism. 80p. S '33 N. Y., Macmillan pap., .40

Elton, Oliver

George Edward Bateman Saintsbury, 1845-1933. 22p. Q '33 N. Y., Oxford .60

Dawson, Nicholas "Cheyenne" **Hi**

Narrative of Nicholas "Cheyenne" Dawson (Overland to California in '41 and '49, and Texas in '51); introd. by Charles L. Camp; il. by Arvilla Parker. 100p. (bibl. notes) il. (col.) O (Rare Americana ser., no. 7) '33 c. San Francisco, Grabhorn Press bds., 3.00 bxd.

De Benneville, James Seguin **★**

Saito Musashi-bo Benkei (tales of the wars of the Gempei); story of the lives and adventures of Iyono-Kami Minamoto Kuro Yasshitsu and Saito Musashi-bo Benkei the warrior monk. 842p. il. (col.) D '34 Milwaukee, Caspar, Krueger, Dory 5.00

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Disney, Walt **Ju**

Mickey Mouse b'k no. 3. 48p. il. (col.) sq. O [c. '32, '33] Phil., McKay pap., .25

Dougan, Lewis Matthew **Sc**

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Dwight, Herbert Bristol

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Fiedler, H. G. and Beer, G. R. de, comps.

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Flynn, Harry Eugene, and others

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Farnum, Royal B.

Watercolors. no p. T (Enjoy your museum. 1a) [c. '33] [Pasadena, Esto Pub. Co., P. O. Box 46] pap., .10

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A gay novel about the predicaments in which two young men find themselves the morning after a twenty-first birthday party.
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Larry Marsh's legacy was an abandoned sardine plant, which he proceeded to put into operation again, against terrific odds. For older boys.
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The story of a British secret agent in Russia and of how he at last found peace and escape from war and revolution.
- Houston, Kenneth, comp.** Fi
The American short story, 1933 [anthology]. 576p. D '33 N. Y., Galleon Press, 175-5th Ave. 4.00
- Hubbard, Elbert [Fra Elbertus, pseud.]**
Elbert Hubbard speaks; being a selection of inspirational essays, each written in the white heat of inspired heart impulses. 142p. front. (por.) D [c. '33] E. Aurora, N. Y., The Roycrofters 1.00
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- Irving, Washington**
The angler. 30p. il. S '33 N. Y., Harbor Press bds., 1.00
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One-act plays for young folks. 249p. il., diagrs. D '34, c. '24 N. Y., S. French 1.00
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- Jameson, Samuel Haig**
Status and social welfare organizations; a psychological study. 47p. O (Social science ser., no. 4; School of Research studies no. 1) c. Los Angeles, Univ. of So. Cal. Press 60
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Jaquin, Noel

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"A practical treatise of the science of hand reading, dealing in detail with its psychological, sexual, superstitious and medical aspects."

Jekyll, Gertrude

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Jerman, Mrs. Sylvia Paul

Fi

Set free. 255p. D c. N. Y., Smith & Haas 2.00

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How the great capitalists of the post-Civil War period acquired their power, how they used it, and what the results were.

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The murderer of Sleep. 274p. map D (Copyright fiction) [c. '33] N. Y., Burt .75

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Whispering tongues. 308p. D c. Garden City, N. Y., Doubleday 2.00

Harry Forster-Daintree was acquitted of the murder of his wife, yet a question still pervaded the little English town of Brackenbury—was he really innocent or was an unknown murderer still at large in this closely-knit rural district?

Kirk, Richard Ray and McCutcheon, Roger Philip

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An introduction to the study of poetry. 478p. (4p. bibl.) D [c. '34] N. Y., Amer. B'k 2.50

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Koonce, Charles

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A mystery story.

Kretzmann, P. E., D.D.

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The New Testament in the light of a believer's research. 112p. D '34 Grand Rapids, Mich., W. E. Eerdmans 1.00

Kyle, Melvin Grove, D.D.

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Excavating Kirjath-Sepher's ten cities; a Palestine fortress from Abraham's day to Nebuchadnezzar's; the culture of Bible lands; the matrix of Bible narratives. 203p. il. O (James Sprunt lectures, 1932, Union Theological Seminary, Richmond, Va.) '34 Grand Rapids, Mich., W. E. Eerdmans 2.50

La Follette, Suzanne

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Kozlay, Hazel Leonie, ed.

The American hairdresser answer book; 5th ed. 120p. il. D c. '33 N. Y., Howell Pub. Co., 386 4th Ave. pap., .50

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Langner, Lawrence [Alan Child, pseud.] and Langner, Armina Marshall

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Leacock, Stephen Butler

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Martin, Everett Dean

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Christian education in your church. 270p. (bibl.) S [c. '33] St. Louis, Bethany Press 1.10; student's ed., .90
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A textbook of inorganic chemistry; 4th ed. 1070p. il. D '34 N. Y., Macmillan 4.25
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Units in English; b'k 1. 512p. front., diagrs. D [c. '33] Chic., Lyons & Carnahan 1.24
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- Papers of the Bibliographical Society of America, (The);** v. 27, pt. 2, 1933. 67p. (bibl.) O [c. '34] Chic., Univ. of Chic. Press pap., apply

Pieters, Albertus, D.D.

The ten tribes in history and prophecy. 109p.
T '34 Grand Rapids, Mich., W. E. Eerdmans .75

Pollock, Channing

Stranglehold; a comedy in three acts. 92p. il.,
diags. D (French's standard lib ed.) c. '30, '34
N. Y., S. French pap., .75

Pound, Arthur

The turning wheel; the story of General Motors
through twenty-five years 1908-1933. 533p. (8p.
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Preston, Jack

Not ashamed; a romance of the tropics. 319p.
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The love affair of an American with a Eurasian
girl of the South Seas.

Propertius, Sextus

The elegies of Propertius; ed. by H. E. Butler and
E. A. Barber. 491p. O ['34] N. Y., Oxford 6.50

Pywon, Isidore

Croucher by the fires. 64p. O '34 N. Y., Gal-
leon Press, 175-5th Ave. 2.00

Reeve, Archie F. and Cleveland, Hayward

Hospital economies; "one hundred practical sug-
gestions for private and community hospitals." 102p.
O [n. d.] N. Y., Cleveland Pub. Co., 90 Broad St.
bds., 2.00

Reid, Edith Gittings

The great physician; a short life of Sir William
Osler [popular ed.]. 306p. front. (por.) D [c. '31]
N. Y., Oxford 1.50

Reid, Ethel Peters

Shapes we knew. 64p. O '34 N. Y., Galleon
Press, 175-5th Ave. 2.00

Renfrew, Carolyn

My garden. 125p. D [c. '33] Kansas City, Mo.,
Burton Pub. Co. 1.50

**Rice, Harriet Langdon Pryn (Mrs. William Gra-
ham Rice)**

In the carillon country; journals of Belgium and
the Netherlands. 83p. il. D '33 c. [Albany, N. Y.,
Author, 135 Washington Ave.] pap., 1.00

Rice, James E. and Botsford, H. E.

Practical poultry management; 3rd ed. 592p. D
(Wiley farm ser.) '33 N. Y., Wiley 2.75

Richtmyer, Floyd Karker

Introduction to modern physics; 2nd ed. 765p.
(bibl. footnotes) il., diags. O (Internat'l ser. in
physics) '34, c. '28, '34 N. Y., McGraw-Hill
buck., 5.00

**Rittenhouse, Jessie Belle [Mrs. Clinton Scol-
lard]**

My house of life; an autobiography. 343p. il.
(pors.) D c. Bost., Houghton 3.50

Prausnitz, Carl

The teaching of preventive medicine in Europe.
186p. O (Oxford medical pub'ns) '33 N. Y., Ox-
ford 3.75

Public Service Commission of Wisconsin

Depreciation; a review of legal and accounting
problems. 207p. diags. O [c. '33] N. Y., State Law
Reporting Co., 30 Vesey St. 1.85; pap., 1.50

Report on functions of state institutions of higher learn-
ing in Mississippi; a basis for the allocation of
funds. 73p. (bibl. footnotes) map O '33 Nashville,

The life of a woman noted for her poetry antholo-
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pressions and portraits of many famous modern poets
are included.

Robert the Peeler

Letters to John Bull and others. 139p. (bibl.) il.
O ['34] [N. Y., Putnam] pap., 1.00
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Robertson, Frank Chester

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burn 2.00
Cigarette Johnny started out as a horse rustler and
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Robertson, John Wooster, M.D.

Bibliography of the writings of Edgar A. Poe;
2 v. [lim. ed.]. 227p.; 300p. il. O c. San Fran-
cisco, [Grabhorn Press] ¾ lea., 20.00
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Rodney, George Brydges

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Rosman, Alice Grant

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Ruck, Berta [Mrs. George Oliver]

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Sudden sweetheart. 300p. D (Copyright fiction)
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Ryan, William Francis [Willie]

Scientific checkers made easy; a simplified guide
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'34] Phil., Winston 1.00

Saunders, Charles Francis

Useful wild plants of the United States and
Canada [3rd rev. ed.]. 275p. (bibl. footnotes) il.
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Our Lenin [tr. from the Russian]; il. by William Siegel. 62p. obl. O [c. '34] N. Y., Internat'l Publishers 1.50

A biography of Lenin for children.

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Shawhan's parliamentary text book; rev. 3rd ed. 110p. O [c. '25-'33] [Mobile, Ala., Author, 254 N. Conception St.] pap., .50

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Prints. no p. T (Enjoy your museum, 2) [c. '34] [Pasadena, Esto Pub. Co., P. O. Box 46] pap., .10

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Stein, Gertrude Dr

Four saints in three acts; an opera to be sung; introd. by Carl Van Vechten. 57p. O c. N. Y., Random House 1.00

The libretto of the opera, with score by Virgil Thomson, which was recently produced in New York. The publisher says, "Gertrude Stein's strange and baffling prose cadences provide a challenge to reader and publisher alike."

Stevens, William Oliver

The correct thing; a guide book of etiquette for young men. 150p. D [c. '34] N. Y., Sears 1.75

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Interlinear translation of Tacitus' Germania and Agricola; tr. by E. A. Beatty. 149p. S '33 c. N. Y., Translation Pub. Co. 2.00

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Character grams. 141p. D c. N. Y., Long & Smith 1.25

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Thompson, Pauline E. and others

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Workbook in world history to accompany Hayes, Moon, and Wayland's World history. 184p. O '33 N. Y., Macmillan pap., .40

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Ward, Maisie, ed.

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Ann Vernon didn't know she was an heiress when she was spirited away to a lonely island in Scotland

Whitaker's cumulative book list; pt. 38—annual v., 1933. 405p. O ['34] [N. Y., R. R. Bowker Co.]

4.50

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Religious and cosmic beliefs of central Polynesia; 2 v. 420p.; 406p. (bibl.) O '34 N. Y., Macmillan

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Winston, Robert Watson

Robert E. Lee; a biography. 439p. (5p. bibl.) il., maps O c. N. Y., Morrow

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The life story of Robert E. Lee, as cavalier, soldier and citizen, by a southerner.

Wood, Clement

Deep River. 276p. D [c. '34] N. Y., Godwin

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Rev. Fatalities in California Petroleum for 1928, 1929, 1931.
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 Kellogg, L. P. The French Regime in the Northwest. Madison. 1925.
 Kerrigan, F. Practical Treatise in Eclipses.
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 Kite, T. Richard Jordan. 1829.
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Martin. List of References on Hist. of U. S.
3rd ed. 1927.

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Davies, Bishop. Charm of Trees. Revell.

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 Univ. of Texas. 1907.

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 1882.
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